

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 29, 1979

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	24.4	18,180
2	MISS UNIVERSE PAGEANT(S)	22.7	16,910
3	THREE'S COMPANY	22.2	16,540
4	JEFFERSONS	21.5	16,020
5	LAVERNE AND SHIRLEY#	20.7	15,420
6	ALICE	20.6	15,350
7	TAXI	20.5	15,270
8	WKRP IN CINCINNATI	20.4	15,200
9	FANTASY ISLAND	19.9	14,830
10	MORK & MINDY	19.8	14,750
11	M*A*S*H	19.6	14,600
12	LOU GRANT	19.2	14,300
13	AMERICA 2100(S)	19.1	14,230
13	VEGA\$	19.1	14,230
15	CHARLIE'S ANGELS	18.7	13,930
16	DUKES OF HAZZARD	18.5	13,780
17	BARNABY JONES#	18.3	13,630
17	ONE DAY AT A TIME	18.3	13,630

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	15.7	32,180
2	MAJOR LEAGUE ALLSTAR GAME(S)	15.6	31,980
3	THREE'S COMPANY	15.4	31,440
4	DUKES OF HAZZARD	15.2	31,150
5	TAXI	14.6	29,880
6	JEFFERSONS	14.4	29,400
7	LAVERNE AND SHIRLEY#	14.4	29,380
8	FANTASY ISLAND	13.7	28,070
9	CHARLIE'S ANGELS	13.7	27,940
10	VEGA\$	13.6	27,830
11	ALICE	13.5	27,720
12	MORK & MINDY	13.4	27,350
13	WKRP IN CINCINNATI	13.2	26,990
14	M*A*S*H	12.9	26,300
15	ABC MONDAY NIGHT MOVIE#	12.5	25,590
16	DALLAS	12.3	25,150
17	AMERICA 2100(S)	12.1	24,760
18	CHIPS	12.0	24,640

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	18.6	14,530
2	JEFFERSONS	17.0	13,280
3	THREE'S COMPANY	15.9	12,420
4	BARNABY JONES#	15.8	12,330
5	LAVERNE AND SHIRLEY#	15.5	12,120
6	TAXI	15.4	12,020
7	ALICE	15.4	12,010
8	VEGA\$	15.1	11,780
9	LOU GRANT	15.1	11,750
10	WKRP IN CINCINNATI	14.9	11,660
11	FANTASY ISLAND	14.8	11,550
12	M*A*S*H	14.1	11,040
13	13 QUEENS BLVD.	14.0	10,930
14	CHARLIE'S ANGELS	13.9	10,870
15	MORK & MINDY	13.8	10,750
16	ONE DAY AT A TIME	13.6	10,630

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	23.0	16,140
2	ABC SUNDAY NIGHT MOVIE	14.8	10,380
3	DUKES OF HAZZARD	12.5	8,800
4	BARNABY JONES#	12.4	8,670
4	KAZ#	12.4	8,670
6	WKRP IN CINCINNATI	12.3	8,630
7	JEFFERSONS	12.3	8,610
8	VEGA\$	12.2	8,580
9	ABC MONDAY NIGHT MOVIE#	12.1	8,510
10	MAJOR LEAGUE ALLSTAR PRE(S)	12.1	8,480
11	60 MINUTES	12.0	8,390
12	FANTASY ISLAND	11.9	8,330
13	M*A*S*H	11.7	8,220
14	ABC MONDAY NIGHT BASEBALL#	11.7	8,180
15	MISS UNIVERSE PAGEANT(S)	11.6	8,160
16	ALICE	11.6	8,150
17	LOU GRANT	11.3	7,940
18	TAXI	11.3	7,920

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 29, 1979

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY#	18.0	8,730
2	TAXI	17.3	8,390
3	THREE'S COMPANY	17.2	8,310
4	MORK & MINDY	16.0	7,740
4	WKRP IN CINCINNATI	16.0	7,740
6	FANTASY ISLAND	15.7	7,620
7	MISS UNIVERSE PAGEANT(S)	15.6	7,560
8	13 QUEENS BLVD.	15.6	7,540
9	LOU GRANT	15.6	7,530
10	VEGA\$	15.5	7,520
11	M*A*S*H	14.9	7,210
12	SECOND TIME AROUND(S)	14.8	7,180
13	BARNABY JONES#	14.6	7,060
14	JEFFERSONS	13.9	6,720
15	CHARLIE'S ANGELS	13.7	6,640
16	LAVERNE AND SHIRLEY#	13.4	6,510
17	ABC MONDAY NIGHT MOVIE#	13.2	6,380

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	23.9	5,640
2	JEFFERSONS	23.8	5,610
3	ALICE	21.2	4,990
4	ALL IN THE FAMILY	19.9	4,690
5	ONE DAY AT A TIME	19.4	4,580
6	60 MINUTES	18.7	4,400
7	BARNABY JONES#	18.4	4,340
8	KAZ#	18.2	4,300
9	CHIPS	17.3	4,090
10	MAJOR LEAGUE ALLSTAR GAME(S)	16.8	3,970
11	PRIME TIME SUNDAY#	15.6	3,690
12	QUESTION OF GUILT(S)	15.2	3,580
13	HAWAII FIVE-O#	15.1	3,570
14	CBS EVENING NEWS-CRONKITE	15.1	3,560
14	WALTONS	15.1	3,560
16	DALLAS	15.0	3,530
17	CHARLIE'S ANGELS	14.4	3,400
17	VEGA\$	14.4	3,400

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	18.9	8,710
2	ABC SUNDAY NIGHT MOVIE	16.1	7,410
3	DUKES OF HAZZARD	12.7	5,860
4	ABC MONDAY NIGHT MOVIE#	12.5	5,770
5	TAXI	12.4	5,700
5	WKRP IN CINCINNATI	12.4	5,700
7	FANTASY ISLAND	12.2	5,620
8	SALVAGE 1	12.0	5,530
9	KAZ#	11.6	5,340
10	M*A*S*H	11.4	5,230
11	VEGA\$	11.2	5,150
12	AMERICA 2100(S)	11.1	5,110
12	20/20	11.1	5,110
14	LOU GRANT	10.6	4,870
14	THREE'S COMPANY	10.6	4,870
16	BARNABY JONES#	10.5	4,820
17	NBC WED. NIGHT MOVIES#	10.4	4,810
17	SATURDAY NIGHT	10.4	4,810

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	33.2	6,140
2	JEFFERSONS	20.4	3,780
3	MAJOR LEAGUE ALLSTAR PRE(S)	19.6	3,620
4	60 MINUTES	19.4	3,580
5	ALICE	18.9	3,500
6	ABC MONDAY NIGHT BASEBALL#	18.2	3,370
7	MISS UNIVERSE PAGEANT(S)	18.2	3,360
8	BARNABY JONES#	17.5	3,230
9	ALL IN THE FAMILY	15.8	2,930
10	CHIPS	15.4	2,850
11	ONE DAY AT A TIME	14.7	2,720
12	QUESTION OF GUILT(S)	14.1	2,610
13	PRIME TIME SUNDAY#	14.1	2,600
14	CHARLIE'S ANGELS	13.9	2,570
14	KAZ#	13.9	2,570
14	VEGA\$	13.9	2,570
17	DALLAS	13.5	2,500
18	HAWAII FIVE-O#	13.4	2,480
19	CBS EVENING NEWS-CRONKITE	13.2	2,440
19	DUKES OF HAZZARD	13.2	2,440

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS & 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS + R 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOTAL	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
EVENING CONT'D																																			
CHIPS-CONT'D																																			
8.00 - 8.30													A 14.9 40 1110													2060 764 226		840 222 398 355 160 366		645 200 377 309 119 239		211 85^ 364 259			
8.30 - 9.00													A 17.7 45 1319													1996 725 253		821 222 435 387 126 314		627 182 358 314 119 227		207 78^ 341 243			
DALLAS													21 190 185		A 17.3 35 1289													1951 735 243		806 297 480 435 86^275		570 215 345 266 121 193		246 139 329 238	
FRI. 10.00P 60 CBS GD													98 97		B 18.8 34 1401																				
10.00 - 10.30													A 17.7 35 1319													1979 720 224		792 297 471 423 82^270		554 212 333 251 115 192		261 143 372 265			
10.30 - 11.00													A 16.9 35 1259													1921 747 261		820 296 488 452 88^278		584 217 356 280 125 194		231 137 286 209			
DAVID CASSIDY-UNDERCOVER													4 187 188		A 12.3 23 916													1861 761 315		843 352 577 449 104^215		549 212 372 326 48^136		295 175 174 115^	
THU. 10.00P 60 NBC OP													98 97		B 11.9 22 887																				
10.00 - 10.30													A 12.3 22 916													1834 741 302		829 365 568 416 106^215		550 215 356 312 47^144		279 175 176 113^			
10.30 - 11.00													A 12.3 23 916													1881 778 321		853 339 585 480 102^215		545 211 384 336 49^126^		310 175 173 118^			
DIFFERENT STROKES													35 208 201		A 13.7 34 1021													1871 744 228		797 251 410 391 114^308		451 144 224 217 62^171		214 105^ 409 325	
FRI. 8.00P 30 NBC CS													99 95		B 18.1 34 1348																				
DUKES OF HAZZARD													21 194 187		A 18.5 39 1378													2261 630 224		723 255 445 407 90 214		637 255 425 321 113 176		293 134 608 440	
FRI. 9.00P 60 CBS CS													99 98		B 19.7 35 1468																				
9.00 - 9.30													A 18.0 39 1341													2247 624 214		717 241 427 391 99 229		631 249 407 312 108 182		297 133 602 429			
9.30 - 10.00													A 19.1 38 1423													2259 632 232		723 264 456 418 83^203		640 258 439 330 115 170		287 136 609 449			
ECHOES OF THE SIXTIES(S)													196		A 13.3 26 991													1734 782 371		829 418 616 570 97^163^		611 319 453 395 78^127^		137^ 33^ 157^ 83^	
2 WED. 9.33P 117 NBC DO													95																						
9.30 - 10.00													A 12.2 24 909													1805 812 396		861 417 630 579 91^166^		659 336 469 413 89^141^		96^ 11^ 189^ 95^			
10.00 - 10.30													A 12.5 24 931													1782 783 401		826 422 638 590 91^133^		663 360 489 408 94^144^		124^ 8^ 169^ 90^			
10.30 - 11.00													A 14.2 27 1058													1774 803 400		839 434 642 601 87^139^		619 338 466 402 86^132^		150^ 40^ 166^ 95^			
11.00 - 11.30													A 14.4 28 1073													1568 723 289		777 395 551 505 118^203^		515 251 392 361 45^ 94^		164^ 66^ 112^ 56^			
EDDIE CAPRA MYSTERIES													6 190		A 12.9 26 961													1938 688 258		783 248^ 500 411 132^258		776 231^ 483 536 82^183^		188^ 53^ 191^ 116^	
2 FRI. 10.00P 60 NBC SM													97		B 13.3 26 991																				
10.00 - 10.30													A 13.0 26 969													1921 683 261		784 258 486 386 137^273		774 231^ 475 530 79^186^		175^ 56^ 188^ 107^			
10.30 - 11.00													A 12.9 26 961													1926 685 248^		772 239^ 508 429 127^239^		767 229^ 486 542 79^175^		197^ 47^ 190^ 123^			
EIGHT IS ENOUGH													39 201 197		A 16.6 36 1237													1922 644 285		749 272 434 350 98^26^		412 131 258 233 55^123		268 172 493 388	
WED. 8.00P 60 ABC CS													99 99		B 22.5 38 1676																				
8.00 - 8.30													A 15.5 35 1155													1945 658 284		766 266 428 350 107^278		418 118 258 228 62^132		256 166 505 404			
8.30 - 9.00													A 17.7 37 1319													1894 631 283		733 276 437 350 89^245		400 138 256 231 51^114		275 177 486 375			
FANTASY ISLAND													38 199 200		A 19.9 44 1483													1893 704 207		778 345 513 415 106 215		562 236 380 334 73^134		298 142 255 185	
SAT. 10.00P 60 ABC A													99 99		B 19.9 38 1483																				
10.00 - 10.30													A 19.7 43 1468													1934 711 198		775 340 502 408 114 226		561 222 369 336 76^140		303 144 295 212			
10.30 - 11.00													A 20.2 44 1505													1835 694 213		776 347 521 415 101 207		557 246 385 324 74^132		291 140 211 159			
GOOD TIMES													7 163		A 9.1 19 678													1841 770 328^		838 298^ 488 392 96^312^		615 291^ 396 282^ 46^169^		127^ 89^ 261^ 104^	
1 WED. 8.30P 30 CBS CS													92		B 9.8 19 730																				
HAPPY DAYS													41 202 207		A 18.1 38 1348													1715 547 237		648 296 432 331 101 182		415 202 283 248 45^ 95		279 133 373 248	
TUE. 8.00P 30 ABC CS													99 99		B 26.1 44 1944																				
HARDY BOYS MYSTERIES													5 185 184		A 6.6 17 492													1862 611 255		750 285 484 371 106^225^		645 274 449 307 47^122^		198^131^ 269 210^	
SUN. 7.00P 60 ABC SM													98 96		B 6.8 16 507																				
7.00 - 7.30													A 6.3 16 469													1864 611 241^		735 274 468 373 91^218^		662 274 437 313 52^134^		184^112^ 283 225^			
7.30 - 8.00													A 7.0 17 522													1812 602 264		750 290 491 360 114^227^		607 263 444 291 40^105^		205^144^ 250 192^			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18- 34	WOMEN 18-49	25- 54	55- 64	55+	TOTAL	18- 34	MEN 18-49	25- 54	55- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																	
NBC NIGHTLY NEWS-SAT. 36 153 154 A 6.8 19 507 1631 730 144^ 762 140^ 313 338 160^398 744 227^ 323 345 172^348 41v 25v 84^ 37v																																	
SAT. 6.30P 30 NBC N 83 83 B 7.6 17 566																																	
NBC NIGHTLY NEWS-SUN. 31 153 153 A 6.5 18 484 1682 614 227^ 734 184^ 360 301 128^340 654 182^ 328 311 54v281 74^ LT 220^ 168^																																	
SUN. 6.30P 30 NBC N 83 83 B 7.8 17 581																																	
NBC NIGHTLY NEWS 199 205 207 A 9.4 23 700 1607 739 242 789 172 338 318 153 392 640 158 285 278 120 299 79^ 34^ 99 70^																																	
M-F 6.30P 30 NBC N 98 99 B 12.0 24 894																																	
NBC WED. NIGHT MOVIES 6 201 A 14.1 28 1050 1839 588 187^ 675 232^ 403 351 138^215^ 723 318 458 386 136^215^ 184^ 48v 257 207^																																	
1 WED. 8.00P 168 NBC FF 98 B 12.7 25 946																																	
8.00 - 8.30 A 11.8 26 879																																	
8.30 - 9.00 A 14.2 30 1058																																	
9.00 - 9.30 A 14.7 29 1095																																	
9.30 - 10.00 A 14.4 27 1073																																	
10.00 - 10.30 A 14.8 26 1103																																	
NEWSBREAK-M-F 209 160 164 A 11.2 23 834 1821 723 271 797 258 431 386 118 298 562 213 313 266 89 189 200 101 262 162																																	
1 M-F 8.58P 1 CBS N 90 90 B 14.8 24 1103																																	
2 M & TU 8.57P 2																																	
2 W-F 8.58P 1																																	
NEWSBREAK-SAT. 42 174 156 A 8.1 20 603 1726 595 189^ 640 167^ 290 295 126^252 618 195^ 291 286 138^239 179^ 92^ 289 227																																	
1 SAT. 8.54P 1 CBS N 95 93 B 12.0 22 894																																	
2 SAT. 8.58P 1																																	
NEWSBREAK-SUN. 41 169 169 A 16.7 34 1244 1715 733 246 798 206 381 374 129 352 516 154 259 226 115 211 156 91^ 245 178																																	
SUN. 8.58P 1 CBS N 94 94 B 20.2 32 1505																																	
ONE DAY AT A TIME 16 195 197 A 18.3 39 1363 1731 713 232 781 236 381 356 118 338 523 175 276 239 99 199 166 99 261 193																																	
SUN. 8.30P 30 CBS CS 99 99 B 19.7 36 1468																																	
OPERATION PETTICOAT 7 197 192 A 7.2 18 536 1590 518 228^ 675 233 419 355 109^214^ 635 280 450 372 99^169^ 149^ 90^ 131^ 116^																																	
FRI. 8.00P 30 ABC CS 99 95 B 7.4 18 551																																	
PAPER CHASE 26 174 A 9.2 19 685 2042 913 355^ 977 360 578 435 120^331^ 578 141^ 392 363 82v152^ 247^ 96^ 240^ 120^																																	
1 TUE. 8.00P 60 CBS GD 96 B 11.7 20 872																																	
8.00 - 8.30 A 7.8 17 581																																	
8.30 - 9.00 A 10.5 20 782																																	
PRIME TIME SUNDAY 4 202 A 13.2 26 983 1590 762 165^ 790 172^ 280 366 94^375 632 183^ 333 282 132^264 110^ 42v 58v 44v																																	
1 SUN. 10.00P 60 NBC DN 99 B 13.9 26 1036																																	
10.00 - 10.30 A 13.3 26 991																																	
10.30 - 11.00 A 13.0 25 969																																	
PROJECT U.F.O. 4 179 181 A 7.7 16 574 1481 598 260 607 213^ 278 277 103^262 496 173^ 268 232 85^203^ 125^ 26v 253 148^																																	
THU. 8.00P 60 NBC SF 91 90 B 7.9 17 589																																	
8.00 - 8.30 A 6.7 15 499																																	
8.30 - 9.00 A 8.7 18 648																																	
QUESTION OF GUILT(S) 177 A 15.2 28 1132 1725 829 297 895 314 495 437 115^315 561 178^ 290 262 83^232 87^ 66^ 182^ 96^																																	
1 WED. 9.00P 120 CBS FF 97																																	
9.00 - 9.30 A 13.0 26 969																																	
9.30 - 10.00 A 15.1 28 1125																																	
10.00 - 10.30 A 15.9 28 1185																																	
10.30 - 11.00 A 16.8 31 1252																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
T/C THIS SEASON										NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS + R 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL	6-11					
EVENING CONT'D																																
QUINCY, M.E.										14.8	28	1103	1692	734	279	783	331	504	421	100	218	493	166	302	291	46	141	168	65	248	179	
THU. 9.00P 60 NBC OP 34 201 203										16.8	27	1252																				
9.00 - 9.30										13.7	27	1021	1689	733	266	775	316	488	410	103	223	485	152	287	281	50	145	166	46	263	190	
9.30 - 10.00										15.9	29	1185	1685	734	288	789	345	519	431	96	211	497	179	312	300	40	136	165	78	234	166	
REAL PEOPLE										13.3	29	991	1713	714	275	794	439	571	432	123	168	632	296	431	377	109	161	132	12	155	53	
2 WED. 8.00P 60 NBC U 1 201										13.3	29	991																				
8.00 - 8.30										13.2	30	983	1682	697	246	767	414	548	419	121	168	622	274	417	375	111	166	140	14	153	57	
8.30 - 9.00										13.4	28	998	1740	727	302	819	465	592	447	126	167	642	320	447	377	110	157	123	11	156	45	
ROCKFORD FILES										11.7	25	872	1575	694	225	761	243	402	398	106	287	532	146	258	287	115	214	133	54	149	107	
1 FRI. 8.30P 90 NBC PD 11 206 197										13.3	26	991																				
2 FRI. 9.00P 60										12.3	28	916	1677	738	226	803	241	362	387	67	322	473	128	208	216	123	220	175	81	226	196	
8.30 - 9.00										11.1	24	827	1521	681	216	745	235	389	391	115	281	535	138	251	291	116	211	124	48	117	83	
9.00 - 9.30										12.2	24	909	1559	680	232	748	248	427	407	115	272	557	167	295	318	109	209	116	44	138	81	
9.30 - 10.00										11.1	23	827	2022	716	189	892	303	433	344	137	386	612	172	259	233	123	268	146	63	372	301	
RUNAWAYS										9.7	20	723																				
2 TUE. 8.00P 60 NBC GD 7 191										9.4	20	700	2026	725	179	898	294	416	329	149	411	624	164	243	227	138	292	144	61	360	295	
8.00 - 8.30										12.8	25	954	2005	707	194	884	312	447	351	128	367	602	179	269	233	116	255	143	61	376	302	
8.30 - 9.00										11.6	25	864	2130	648	307	722	332	520	411	75	171	846	386	641	546	68	138	226	71	336	236	
SALVAGE 1										11.9	25	887																				
SUN. 8.00P 60 ABC A 6 194 195																																
8.00 - 8.30										10.3	23	767	2018	615	293	684	313	488	384	76	161	815	371	621	519	62	133	221	63	298	203	
8.30 - 9.00										13.0	27	969	2191	667	312	741	342	537	432	72	173	861	394	651	559	72	140	228	77	361	258	
SECOND TIME AROUND(S)										16.5	31	1229	1648	690	378	814	354	583	445	131	194	486	237	351	282	51	123	167	73	181	118	
2 TUE. 10.30P 30 ABC CS 197 98										16.2	41	1207	1662	737	309	798	195	361	371	129	364	695	188	327	348	133	296	105	42	64	39	
60 MINUTES										23.7	42	1766																				
SUN. 7.00P 60 CBS DN 43 198 202										15.2	39	1132	1660	729	300	793	176	348	360	133	372	702	189	320	340	141	309	104	39	61	38	
7.00 - 7.30										17.2	42	1281	1653	741	316	800	210	370	378	124	356	686	185	332	350	126	283	100	42	67	42	
7.30 - 8.00										9.4	23	700	1640	622	197	649	146	272	343	97	259	551	159	297	279	85	228	91	22	349	287	
STOCKARD CHANNING-FRIENDS										9.2	23	685																				
2 SAT. 8.30P 30 CBS CS 4 175 97										10.1	22	752	1537	602	271	664	232	398	360	90	224	599	175	303	324	91	229	145	68	129	89	
SUPERTRAIN										10.5	22	782																				
SAT. 10.00P 60 NBC GD 10 201 201										9.9	22	738	1554	591	279	655	226	394	365	83	212	595	168	295	320	89	235	146	70	158	110	
10.00 - 10.30										10.3	23	767	1505	608	260	666	236	400	351	96	234	598	179	304	326	92	222	144	67	97	66	
10.30 - 11.00										12.1	27	901	1919	728	277	796	226	447	416	100	269	677	178	362	359	98	265	195	72	251	174	
SWORD OF JUSTICE										10.9	24	812																				
SAT. 9.00P 60 NBC SM 3 198 202										12.3	28	916	1965	755	291	818	224	462	419	104	273	692	189	382	366	94	263	198	71	257	180	
9.00 - 9.30										11.8	26	879	1866	707	260	776	225	431	414	95	265	663	167	344	351	103	269	185	70	242	167	
9.30 - 10.00										20.5	36	1527	1957	686	342	787	392	550	439	105	197	518	262	373	325	47	113	300	139	352	236	
TAXI										23.7	38	1766																				
TUE. 9.30P 30 ABC CS 35 198 204										17.6	31	1311	1810	725	328	835	359	576	467	123	216	518	246	359	302	51	125	235	107	222	146	
13 QUEENS BLVD.										17.2	32	1281																				
TUE. 10.00P 30 ABC CS 3 193 195										22.2	40	1654	1901	635	320	751	358	502	390	106	199	469	218	294	273	56	120	284	118	397	269	
THREE'S COMPANY										28.2	44	2101																				
TUE. 9.00P 30 ABC CS 39 200 206																																
9.00P 30 ABC CS 99 99																																



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #		START DAY	TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVERAGE		TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)										
											AUD. %	SHARE %			AUD. (0,000)	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																			
20/20																																			
		THU.	10.00P	60	ABC	DN		8	188	194	A	13.8	25	1028	1692	629	240																		
			10.00 - 10.30					99	99		B	15.1	28	1125																					
			10.30 - 11.00								A	14.0	26	1043	1725	636	260																		
											A	13.6	25	1013	1644	624	217																		
VEGA\$																																			
		1 WED.	10.00P	60	ABC	PD		35	194	193	A	19.1	36	1423	1956	730	295																		
		2 WED.	10.33P	60				98	97		B	19.4	34	1445																					
			10.00 - 10.30								A	17.4	31	1296	2049	768	327																		
			10.30 - 11.00								A	19.2	36	1430	1964	721	299																		
			11.00 - 11.30								A	20.9	40	1557	1848	708	260																		
WALTONS																																			
		THU.	8.00P	60	CBS	GD		31	191	193	A	10.8	23	805	1627	787	202																		
			8.00 - 8.30					97	95		B	17.2	29	1281																					
			8.30 - 9.00								A	9.6	21	715	1572	770	185																		
											A	11.9	24	887	1673	806	217																		
WELCOME BACK, KOTTER																																			
		2 FRI.	8.30P	30	ABC	CS		7		193	A	8.0	19	596	1495	605	159																		
									98		B	8.5	19	633																					
WHERE'S POPPA(S)																																			
		1 TUE.	10.30P	30	ABC	CS			192		A	14.9	26	1110	1774	762	274																		
									98																										
WHITE SHADOW																																			
								11	182		A	13.3	29	991	1831	654	262																		

1 MON.	8.00P	60	CBS	GD	99																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS + R 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 0-11						
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+						
LATE FRINGE CONT'D																															
BARETTA-THU.						2	165	166	A	4.9	28	365	1605	622	271^	784	326^	493	429	122^	231^	418	139^	236^	167^	139^	182^	273^	175^	130^	130^
1	THU.	12.37A	49	ABC	OP	93	95	B	4.9	28	365																				
2	THU.	12.37A	50					A	5.1	26	380	1695	614	290^	761	310^	471	408	143^	214^	481	178^	302^	200^	130^	179^	355	250^	98^	98^	
		12.30 - 1.00						A	4.7	29	350	1549	633	261^	808	341^	516	451	98^	247^	376	105^	180^	146^	155^	196^	204^	110^	161^	161^	
		1.00 - 1.30						A																							
CBS SUNDAY NEWS-BRADLEY						39	131	131	A	7.5	16	559	1453	648	222^	650	185^	352	358	109^	254	655	208^	403	382	99^	197^	135^	48^	13^	13^
	SUN.	11.00P	15	CBS	N	76	76	B	7.7	17	574																				
LATE MOVIE I						189	164	163	A	7.3	25	544	1515	639	292	683	270	456	403	94^	180	586	200	377	338	107^	162	198	87^	48^	36^
1	M & F	11.30P	69	CBS	FF	91	90	B	7.5	27	559																				
1	TU & W	11.30P	70																												
1	THU.	11.34P	26																												
2	M & TU	11.30P	72																												
2	WED.	12.06A	73																												
2	THU.	11.30P	26																												
2	FRI.	11.30P	73																												
		11.30 - 12.00						A	8.2	24	611	1514	671	284	704	255	441	400	106	210	589	208	380	335	106	163	176	79^	45^	34^	
		12.00 - 12.30						A	7.1	26	529	1501	593	278	633	252	433	395	85^	156	587	191	362	336	108^	170	220	97^	61^	43^	
		12.30 - 1.00						A	4.4	21	328	1604	669^	390^	876	484^	707^	465^	50^	111^	494^	113^	329^	305^	121^	121^	218^	39^	16^	16^	
LATE MOVIE II						188	164	163	A	4.3	23	320	1288	624	296	656	287	472	427	97^	141^	478	204	395	313	59^	74^	122^	75^	32^	28^
1	MON.	12.42A	41	CBS	FF	92	90	B	4.8	27	358																				
1	TUE.	12.43A	44																												

1 WED.	12.43A	46																													
1 THU.	12.10A	51																													
1 FRI.	12.42A	40																													
2 MON.	12.42A	42																													
2 TUE.	12.42A	43																													
2 WED.	1.19A	41																													
2 THU.	12.06A	53																													
2 FRI.	12.43A	44																													
	12.00 - 12.30							A	5.3	20	395	1390	697 352	707 261^	519 453	127^188^	512 219^	410 332	59^ 81^	130^101^	41^ 36^										
	12.30 - 1.00							A	4.6	23	343	1274	724 318^	738 338^	539 467	128^187^	443 174^	385 341^	47^ 47^	64^ 64^	29^ 29^										
	1.00 - 1.30							A	4.1	26	305	1256	606 272	632 271	448 419	82^115^	466 226	426 312	33^ 40^	132^ 76^	26^ 26^										
	1.30 - 2.00							A	2.3	20	171	1070^	467^380^	637^333^	468^491^	100^100^	392^ 88^	205^163^	187^187^	41^ 41^	LT LT										
MIDNIGHT SPECIAL																															
	FRI.	1.00A	90	NBC	PC	99	99	A	3.7	26	276	1217	428^203^	489 312^	388^277^	35^ 93^	442^290^	391^268^	33^ 33^	261^195^	25^ 25^										
		1.00 - 1.30						B	3.7	24	276																				
		1.30 - 2.00						A	5.0	29	373	1241	448 217^	504 354	405 281^	27^ 99^	440 290^	388 277^	29^ 29^	297^230^	LT LT										
		2.00 - 2.30						A	3.6	25	268	1261	398^202^	503 312^	402^321^	30^ 82^	389^255^	344^212^	23^ 23^	317^243^	52^ 52^										
								A	2.4	21	179	1134	429^190^	441^223^	329^189^	67^112^	531^352^	475^336^	50^ 50^	123^ 73^	39^ 39^										
NBC LATE NIGHT MOVIE																															
1 SUN.	11.30P	126	NBC	FF	64	64		A	2.8	13	209	1029	660 263^	674 225^	373^440^	58^220^	210^ 67^	119^134^	LT 53^	78^ LT	67^ 62^										
2 SUN.	11.30P	116						B	2.8	14	209																				
	11.30 - 12.00							A	3.3	11	246	1419	735 276^	788 240^	513 524	49^211^	395^158^	256^174^	24^131^	82^ LT	154^ 130^										
	12.00 - 12.30							A	2.9	12	216	870	560^153^	560^148^	273^324^	37^236^	185^ 23^	83^125^	LT 60^	88^ LT	37^ 37^										
	12.30 - 1.00							A	2.7	15	201	866	671 348^	677 278^	338^463^	55^214^	94^ 24^	60^ 94^	LT LT	70^ LT	25^ 25^										
	1.00 - 1.30							A	2.5	18	186	898	683 306^	683 264^	361^473^	97^210^	130^ 54^	54^130^	LT LT	59^ LT	26^ 26^										
POLICE STORY-MON.																															
1 MON.	12.00M	71	ABC	OP	96	96		A	4.7	20	350	1597	723 197^	829 323^	522 454	86^209^	518 112^	253^297^	57^200^	187^ 74^	63^ 63^										
2 MON.	11.45P	71						B	5.9	22	440																				
CONT'D																															



FOR EXPLANATION OF SYMBOLS, SEE PAGE A





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																									
				T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. AUD. % A	Avg. SHARE % B	Avg. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
													TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL M.									
WEEKDAY DAYTIME CONT'D																																			
CBS LATE MORNING NEWS										60	150	152	A	4.6	22	343	1746	528	131	599	178	292	266	124	265	279	105	155	108	70	115	339	194	529	391
M-F										10.54A	6	CBS N	87	87	B	4.4	22	328																	
DAYS OF OUR LIVES										95	210	210	A	6.6	23	492	1325	769	151	847	272	417	353	167	389	207	43	68	65	73	131	114	92	157	108
M-F										1.00P	60	NBC DD	99	99	B	6.4	24	477																	
1.00 - 1.30													A	6.4	22	477	1338	766	154	842	270	403	341	165	394	215	40	65	66	70	141	121	94	160	109
1.30 - 2.00													A	6.7	22	499	1319	790	149	866	279	441	371	170	389	197	44	67	62	77	123	103	88	153	105
DOCTORS										94	199	200	A	6.2	21	462	1316	770	131	830	309	450	352	117	337	201	43	79	72	75	117	114	102	171	130
M-F										2.00P	30	NBC DD	98	98	B	5.8	21	432																	
EDGE OF NIGHT										186	160	160	A	5.1	18	380	1332	650	111	760	329	503	405	88	210	170	81	94	50	LT	55	196	134	206	139
M-F										4.00P	30	ABC DD	87	87	B	5.7	19	425																	
FAMILY FEUD										197	195	195	A	7.6	32	566	1390	542	161	607	269	401	317	92	145	198	92	117	92	17	63	251	139	334	219
1 TU-F										11.30A	30	ABC QP	99	99	B	7.7	33	574																	
2 M-F										11.30A	30																								
GENERAL HOSPITAL										194	190	190	A	9.8	34	730	1242	735	144	815	367	560	445	92	196	105	32	42	27	LT	52	233	189	89	62
M-F										3.00P	60	ABC DD	99	99	B	8.7	29	648																	
3.00 - 3.30													A	9.5	33	708	1227	725	145	804	363	542	442	88	195	104	32	41	25	LT	52	239	192	80	53
3.30 - 4.00													A	10.2	35	760	1221	730	135	809	367	566	437	91	193	97	29	39	24	7	50	221	182	94	65
GOOD MORNING, AMERICA-730										200	186	185	A	2.9	26	216	1116	610	245	666	208	360	366	110	226	250	28	99	88	56	138	74	LT	126	120
M-F										7.30A	30	ABC N	98	98	B	3.3	22	246																	
GOOD MORNING, AMERICA-830										200	185	189	A	4.2	25	313	1217	622	115	654	172	297	322	141	281	252	47	85	71	64	147	129	LT	182	153
M-F										8.30A	30	ABC N	93	96	B	4.3	24	320																	
GUIDING LIGHT										198	188	188	A	7.4	26	551	1338	832	161	916	204	416	435	167	409	186	48	78	70	32	84	128	100	108	89
M-F										2.30P	60	CBS DD	99	99	B	8.1	28	603																	
2.30 - 3.00													A	7.3	26	544	1331	836	162	920	193	400	428	173	425	184	44	71	71	29	88	124	104	103	86
3.00 - 3.30													A	7.3	25	544	1357	849	157	930	216	437	447	167	406	190	51	83	68	35	83	125	94	112	92
HIGH ROLLERS										196	191	191	A	4.8	22	358	1402	673	176	802	219	299	251	121	397	245	73	98	61	42	134	145	55	210	106
1 TU-F										11.00A	30	NBC QG	93	93	B	5.1	24	380																	
2 M-F										11.00A	30																								
HOLLYWOOD SQUARES										95	166	165	A	5.0	18	373	1456	633	158	697	191	306	275	97	330	363	102	156	140	54	169	190	40	206	174
M-F										12.30P	30	NBC QP	83	83	B	4.4	17	328																	
LAVERNE & SHIRLEY										74	181	181	A	8.0	36	596	1394	359	113	408	221	301	237	43	74	108	54	65	41	10	32	386	228	492	348
1 TU-F										11.00A	30	ABC CS	98	98	B	6.0	30	447																	
2 M-F										11.00A	30																								
LOVE OF LIFE										54	144	144	A	3.8	14	283	1364	777	233	869	318	474	396	131	324	159	39	57	40	46	95	152	116	184	148
M-F										4.00P	30	CBS DD	80	80	B	3.6	13	268																	
M*A*S*H										195	183	182	A	8.0	27	596	1471	635	165	724	297	458	414	60	216	285	107	165	122	33	98	277	118	185	151
M-F										3.30P	30	CBS CS	92	92	B	7.7	25	574																	
MORNING MON-FRI										120	181	181	A	1.9	18	142	1254	549	233	620	127	219	282	98	310	479	106	233	247	84	211	LT	LT	127	85
M-F										7.15A	45	CBS N	98	98	B	2.3	17	171																	
7.30 - 8.00													A	1.9	17	142	1303	570	261	655	127	232	289	106	324	450	97	211	239	79	198	43	LT	155	99
ONE LIFE TO LIVE										195	190	190	A	8.4	29	626	1265	709	155	814	387	542	434	94	210	128	40	59	45	9	55	248	185	75	37
M-F										2.00P	60	ABC DD	99	99	B	8.0	29	596																	
CONT'D																																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
WK #	DAY	START TIME	DUR	NET	PRG. TYPE	WK 1	WK 2			AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY HOUSE WOM.	WORK- ING	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																			
																TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+ 65+	TOTAL FEM.	TOTAL 6-11																	
WEEKEND DAYTIME CONT'D																																														
ALL NEW PINK PANTHER																	8	179	180	A	5.1	23	380	1618	317^153^							317^288^	288^	45v	18v	29v	201^	85^	114^122^	37v	58v	429	112^	671	398	
SAT. 12.00N 30 ABC CA																	91	94	B	5.2	25	387																								
ALL NEW POPEYE HOUR 1																	42	190	189	A	2.3	26	171	1725	397^123v							397^117v	333^316^	LT	64v	298^169v	169v	129v	35v	105v	152v	35v	878	584^		
SAT. 8.00A 30 CBS CA																	96	96	B	3.7	29	276																								
ALL NEW POPEYE HOUR 2																	42	190	187	A	3.9	30	291	1643	322^118^							349^194^	262^240^	34v	56v	317^144^	144^175^	38v	94v	156^	33v	821	553			
SAT. 8.30A 30 CBS CA																	96	96	B	5.6	32	417																								
ALVIN AND THE CHIPMUNKS																	18	193	192	A	1.7	21	127	1488	261^	63v						347^268^	347^213v	LT	LT	118v	118v	118v	118v	LT	LT	180v	LT	843^	465^	
SAT. 8.00A 30 NBC CA																	97	96	B	2.6	23	194																								
AMERICAN BANDSTAND '79																	35	173	176	A	5.8	25	432	1361	405	199^						509	354	444	261^	27v	65v	242^	99^	153^121^	14v	64v	308	162^	302	186^
SAT. 12.30P 60 ABC PC																	91	91	B	5.4	21	402																								
12.30 - 1.00																				A	5.4	24	402	1403	423	224^						525	371	458	242^	39v	67v	235^	68v	136^145^	20v	64v	319	184^	324	176^
1.00 - 1.30																				A	6.2	27	462	1305	390	177^						487	336	426	274	18v	61v	241^124^	160^	94^	LT	64v	298	145^	279	189^
ANIMALS, ANIMALS, ANIMALS																	41	146	139	A	1.9	11	142	1465	311^	70v						367^156v	184v	99v	105v	183v	366^260^	260^146v	93v	93v	239^126v	493^	254^			
SUN. 11.30A 30 ABC CL																	85	84	B	2.8	12	209																								
ARK II																	35	162	163	A	4.2	18	313	1703	393^	87v						438	235^	235^194^	68v	152^	427	165^	208^131^	77v	175^	179^	26v	659	413	
SAT. 1.00P 30 CBS CL																	86	87	B	4.7	18	350																								
BIGFOOT AND WILDBOY																	8	185	185	A	4.5	20	335	1433	208^	60v						221^161^	182^104^	24v	39v	149^	57v	66v	58v	50v	50v	343^158^	720	498		
SAT. 11.30A 30 ABC CL																	95	95	B	5.1	24	380																								

BRITISH OPEN(S)										202																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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SAT.	1.26P	3	CBS	CN	86	87	B	4.6	17	343																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								</
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
															VIEWERS & 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
															K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		WOMEN					MEN	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2							TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+						
WEEKEND DAYTIME CONT'D																															
METRIC MARVELS-10:57AM 35 201 201 A 5.8 27 432 1655 212^132^ 290 227^ 243^111^ LT 19v 221^149^ 196^139^ LT LT 195^ 32v 949 542																															
SAT. 10.57A 2 NBC CN 97 97 B 6.5 26 484																															
NASL CHAMP. SOCCER-SUN 3 181 A 2.1 8 156 2199 769^199v 814^212v 392v398v 110v288v 1047^502^ 623^462^ 50v167v 101v 44v 237v 173v																															
2 SUN. 2.30P 128 ABC SE 92 B 2.4 9 179																															
2.30 - 3.00 A 2.4 9 179 2218 644^246v 800^190v 426^375^ 78v268v 900^492^ 570^302v LT 106v 210v 94v 308v 186v																															
3.00 - 3.30 A 2.1 8 156 2205 756^147v 756^256v 339^366v 88v300v 1147^397v 461^538^ 64v212v 58v LT 244v 207v																															
3.30 - 4.00 A 1.9 7 142 2254 1021^281v 1021^218v 550^591^ 129v325v 958^308v 606^458^ 65v192v 64v LT 211v 169v																															
4.00 - 4.30 A 1.9 7 142 2113 754^148v 754^184v 289v332v 160v274v 1154^782^ 837^520^ 63v148v LT LT 177v 126v																															
NAT'L SPORTS FESTIVAL-SAT(S) 192 A 6.4 21 477 1621 462^ 53v 525 110v 239^245^ 157^232^ 760 189^ 316^384^ 192^336^ 74v 48v 262^ 175^																															
2 SAT. 5.00P 60 NBC SE 97 A 6.0 20 447 1559 460^ 50v 507^ 95v 250^255^ 130v200^ 737 134v 274^401^ 180^336^ 86v 55v 229^ 152^																															
5.00 - 5.30 A 6.8 22 507 1661 462^ 49v 536 123v 231^236^ 179^254^ 775 237^ 350^370^ 196^330^ 61v 39v 289^ 192^																															
5.30 - 6.00																															
NAT'L SPORTS FESTIVAL-SUN(S) 180 A 5.5 20 410 1812 608 217^ 642 267^ 439^358^ 77v182^ 778 363^ 553^486^ 63v183^ 170^ 80v 222^ 143v																															
2 SUN. 2.30P 120 NBC SE 94 A 3.9 15 291 1935 666^237^ 731^253^ 505^420^ 93v226^ 778^358^ 592^464^ 83v159v 206v107v 220^ 104v																															
2.30 - 3.00 A 5.0 19 373 1866 633^211^ 662 271^ 442^396^ 67v173^ 773 359^ 568^468^ 62v166v 146v 77v 285^ 149v																															
3.00 - 3.30 A 6.2 22 462 1838 602 243^ 634 286^ 452^364^ 60v158^ 801 408^ 578 492^ 48v186^ 161^ 69v 242^ 139^																															
3.30 - 4.00 A 6.9 24 514 1652 553 186^ 570 248^ 378^289^ 81v177^ 751 325^ 492 497 64v203^ 171^ 78v 160^ 160^																															
4.00 - 4.30																															
NBC MAJOR LEAGUE PRE GAME 15 210 216 A 5.3 22 395 1559 326 91^ 437 172^ 202^170^ 84^179^ 708 156^ 359 351 120^304^ 148^ LT 266^ 190^																															
1 SAT. 2.00P 16 NBC SC 91 98 B 5.0 22 373																															

2 SAT.	2.00P	14																												
NBC MAJOR LEAGUE BASEBALL				15	210	216		A	6.3	23	469	1550	383	64	456	107	178	164	109	241	816	244	398	369	175	362	120	17	158	127
1 SAT.	2.16P	194	NBC	SE	91	98		B	6.7	25	499																			
2 SAT.	2.14P	166																												
2.30 - 3.00								A	6.6	25	492	1559	353	84	479	139	216	167	101	229	770	209	368	335	136	357	114	17	196	155
3.00 - 3.30								A	6.6	25	492	1608	344	79	441	121	181	138	108	225	865	293	459	423	164	340	122	17	180	147
3.30 - 4.00								A	5.7	21	425	1572	356	40	405	92	140	118	118	241	873	287	441	387	187	371	150	17	144	106
4.00 - 4.30								A	6.0	21	447	1553	387	56	441	70	152	160	124	257	862	259	407	387	213	388	134	17	116	93
4.30 - 5.00								A	6.6	22	492	1533	428	61	483	80	184	210	101	248	821	247	385	362	190	367	95	11	134	114
5.00 - 5.30								A	7.3	27	544	1454	476	57	489	123	191	206	106	256	723	181	361	345	192	350	113	17	129	113
SCHOOLHOUSE ROCK-8.26AM				8	184	184		A	2.5	27	186	823	113	17	124	76	76	38	17	48	59	59	59	33	17	17	140	59	500	328
SAT.	8.26A	3	ABC	CN	95	94		B	2.7	26	201																			
SCHOOLHOUSE ROCK-8.57AM				8	187	187		A	3.5	27	261	1651	260	39	302	162	200	145	50	102	184	131	184	81	17	17	299	91	866	553
SAT.	8.57A	3	ABC	CN	98	98		B	4.0	30	298																			
SCHOOLHOUSE ROCK-9.56AM				8	187	187		A	4.5	22	335	1851	434	164	455	281	344	239	87	111	126	126	126	98	17	17	317	169	953	627
SAT.	9.56A	3	ABC	CN	98	98		B	4.7	23	350																			
SCHOOLHOUSE ROCK-11.26AM				8	193	193		A	5.4	25	402	1261	145	61	158	103	115	74	20	43	161	118	126	34	35	35	365	193	577	413
SAT.	11.26A	3	ABC	CN	99	99		B	6.1	29	454																			
SCHOOLHOUSE ROCK-12.26PM				8	179	180		A	4.9	22	365	1567	296	146	296	266	266	39	14	30	222	117	139	136	41	58	405	90	644	382
SAT.	12.26P	3	ABC	CN	91	94		B	4.8	23	358																			
SCHOOLHOUSE ROCK-11.55AM				41	146	139		A	2.2	12	164	1122	262	55	323	178	220	103	50	103	275	195	195	129	61	61	207	54	317	109
SUN.	11.55A	4	ABC	CN	85	84		B	2.9	13	216																			
SCOOPY'S ALL STARS I				8	187	187		A	3.2	27	238	1773	240	38	261	126	172	133	46	89	193	113	193	105	17	17	323	87	996	588
SAT.	8.30A	30	ABC	CA	98	98		B	3.5	28	261																			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1979 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
PROGRAM NAME															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Avg. Aud. %	Avg. Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11											
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+												
WEEKEND DAYTIME CONT'D																																			
SCOOPY'S ALL STARS II										8	187	187	A	4.5	26	335	1681	304^	65v	304^	165^	203^	183^	66v	101^	114^	91v	114^	50v	LT	LT	337^	182^	926	586
SAT. 9.00A 30 ABC CA										98	98	B	4.7	27	350																				
SCOOPY'S ALL STARS III										8	187	187	A	4.6	23	343	1720	356^	143^	362^	198^	257^	221^	79v	105^	105^	105^	73v	LT	LT	294^	136^	959	639	
SAT. 9.30A 30 ABC CA										98	98	B	4.8	24	358																				
SPACE ACADEMY										42	182	183	A	4.7	22	350	1297	272^	117^	306^	164^	164^	186^	19v	85v	380	186^	235^	222^	33v	78v	151^	25v	460	306^
SAT. 12.00N 30 CBS CL										96	97	B	5.9	24	440																				
SPORTSWORLD										27	181	177	A	5.8	20	432	1475	501	206^	577	240^	345	275^	70v	180^	674	286^	436	338	87^	207^	160^	39v	64v	56v
1 SUN. 4.00P 90 NBC SE										95	93	B	5.7	16	425																				
2 SUN. 4.30P 60																																			
4.00 - 4.30										A	5.1	19	380	1353	477^	140v	501^	228^	278^	287^	19v	108v	675	328^	528^	337^	115v	147v	177^	49v	LT	LT			
4.30 - 5.00										A	6.1	21	454	1597	541	257^	638	297	421	297	59v	169^	717	326	478	350	80^	204^	159^	44v	83^	83^			
5.00 - 5.30										A	5.9	20	440	1407	474	182^	551	192^	303	243^	107^	223^	627	226^	351	324	88^	236^	152^	31v	77^	53v			
SUNDAY MORNING										23	87	87	A	1.9	14	142	570^	240^	112v	247^	77v	155v	183v	LT	64v	217v	63v	63v	112v	63v	105v	LT	LT	106v	106v
SUN. 9.00A 90 CBS N										72	72	B	2.0	12	149																				
9.00 - 9.30										A	1.6	14	119	664^	287^	110v	303^	68v	160v	210v	59v	93v	235v	59v	59v	134v	76v	101v	LT	LT	126v	126v			
9.30 - 10.00										A	2.0	15	149	584^	228^	108v	228^	94v	128v	148v	34v	80v	209v	61v	61v	94v	61v	115v	LT	LT	147v	147v			
10.00 - 10.30										A	2.1	13	156	487^	225^	116v	225^	64v	173v	192v	LT	33v	217^	70v	70v	121v	58v	96v	LT	LT	45v	45v			
TARZAN AND SUPER SEVEN 1										42	188	190	A	5.7	26	425	1569	342	179^	410	226^	292^	235^	49v	76^	231^	124^	172^	162^	14v	36v	147^	35v	781	525
SAT. 10.30A 30 CBS CA										97	98	B	7.7	31	574																				
TARZAN AND SUPER SEVEN 2										42	188	190	A	5.4	25	402	1515	363	219^	406	225^	274^	230^	41v	84^	270^	147^	196^	168^	15v	53v	170^	25v	669	416
SAT. 11.00A 30 CBS CA										97	98	B	7.7	31	574																				
TARZAN AND SUPER SEVEN 3										42	189	191	A	5.3	24	395	1678	406	249^	459	234^	290^	292^	52v	100^	383	218^	279^	204^	14v	66v	127^	LT	709	407
SAT. 11.30A 30 CBS CA										97	98	B	7.3	29	544																				
WHAT'S NEW, MISTER MAGOO										25	53	51	A	.6	8	45	1067^	267v	LT	267v	LT	LT	LT	200v	200v	311v	LT	LT	LT	LT	289v	LT	LT	400v	289v
SUN. 8.00A 30 CBS CA										50	51	B	1.0	13	75																				

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JULY 16, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		23,320 31.3															
ABC TV		ABC MONDAY NIGHT MOVIE (IT'S A MAD, MAD, MAD, MAD WORLD(R)(OP))															
AVERAGE AUDIENCE (Households (000) & %)		12,220 16.4		13.0* 32		14.6* 31		15.6* 31		16.8* 32		18.8* 34		19.4* 36			
SHARE OF AUDIENCE %		12.8		13.1		14.8		14.3		15.5		16.6		17.0		18.4	
AVG. AUD. BY ¼ HR. %		12.8		13.1		14.8		14.3		15.5		16.6		17.0		18.4	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		14,160 19.0		14,080 18.9		14,450 19.4		14,970 20.1								
	CBS TV		WHITE SHADOW (R)(OP)		M*A*S*H (R)		WKRP IN CINCINNATI (R)		LOU GRANT (R)								
	AVERAGE AUDIENCE (Households (000) & %)		9,910 13.3		12,290 16.5		13,260 17.8		11,990 16.1								
	SHARE OF AUDIENCE %		29		33		34		29								
AVG. AUD. BY ¼ HR. %		11.8		15.6		17.3		17.5		18.2		16.6		16.3		15.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		14,230 19.1		14,450 19.4												
	NBC TV		LITTLE HOUSE-PRAIRIE (R)(OP)						NBC MONDAY NIGHT MOVIES THE LAST OF THE MOHICANS(R)								
	AVERAGE AUDIENCE (Households (000) & %)		8,870 11.9		9,980 13.4		12,1* 25		13.5* 25								
	SHARE OF AUDIENCE %		25		25		23		25								
AVG. AUD. BY ¼ HR. %		10.4		12.1		12.8		12.7		12.1		13.1		13.9		15.0	

TOTAL AUDIENCE (Households (000) & %)		18,330 24.6												8,720 11.7				
ABC TV		ABC MONDAY NIGHT BASEBALL CALIFORNIA VS BOSTON & KANSAS CITY VS TEXAS (8:00-10:53PM)(-OP)														(1) (SUS)(OP) (-OP)		
AVERAGE AUDIENCE (Households (000) & %)		9,310 12.5		9.6* 25		11.3* 23 *		12.7* 25 *		13.6* 25 *		14.4* 27 *		7,380 9.9				
SHARE OF AUDIENCE %		25		21 *		23 *		25 *		25 *		27 *		19				
AVG. AUD. BY ¼ HR. %		9.1		10.2		10.9		11.7		12.6		13.5		13.6				
TOTAL AUDIENCE (Households (000) & %)		15,870 21.3		19,000 25.5		19,070 25.6		20,410 27.4										
CBS TV		BODY HUMAN: VITAL CONNECT (R)(OP)		M*A*S*H (R)		WKRP IN CINCINNATI (R)		LOU GRANT (R)										
AVERAGE AUDIENCE (Households (000) & %)		11,400 15.3		16,840 22.6		17,140 23.0		16,540 22.2		22.5* 41 *		21.8* 42 *						
SHARE OF AUDIENCE %		31		42		42		42		41 *		42 *						
AVG. AUD. BY ¼ HR. %		13.9		21.3		23.9		22.8		23.1		22.3		21.3				
TOTAL AUDIENCE (Households (000) & %)		15,050 20.2		14,680 19.7														
NBC TV		LITTLE HOUSE-PRAIRIE (R)(OP)		NBC MONDAY NIGHT MOVIES ANNE OF THE THOUSAND DAYS														
AVERAGE AUDIENCE (Households (000) & %)		10,650 14.3		8,870 11.9		11.1* 22		11.7* 21 *		12.2* 22 *		12.7* 24 *						
SHARE OF AUDIENCE %		29		22		21 *		21 *		22 *		24 *						
AVG. AUD. BY ¼ HR. %		12.3		11.7		10.6		11.3		12.1		12.5		12.9				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.9	42.1	41.2	42.7	43.3	44.4	46.8	48.3	49.5	51.9	52.6	53.6	54.7	55.2	54.9	53.7
		WK. 2	44.6	45.2	44.9	45.1	46.4	48.3	50.0	52.4	53.2	54.6	54.9	55.5	54.9	54.0	53.0	51.7

U.S. TV Households: 74,500,000

(1) ABC MONDAY NIGHT BSBL(B), ABC, (10:53-11:12PM)

For explanation of symbols, See page A.

EVE. MON. JULY 23, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. JULY 17, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,380 19.3	15,120 20.3		17,430 23.4		15,720 21.1		14,080 18.9		12,520 16.8		
	ABC TV						HAPPY DAYS (R)	LAVERNE AND SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		13 QUEENS BLVD.		WHERE'S POPPA		
	AVERAGE AUDIENCE (Households (000) & %)						12,070 16.2	13,410 18.0		15,420 20.7		13,930 18.7		12,440 16.7		11,100 14.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						35 14.8	17.6	34 17.7	18.4	36 19.5	21.8	32 18.6	18.8	29 16.9	16.4	26 15.0	14.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,690 13.0	PAPER CHASE (R)(OP)		15,350 20.6		CBS TUESDAY NIGHT MOVIES DON'T LOOK NOW						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,850 9.2	7.8*	10.5*	8,640 11.6	11.8*	11.9*	11.3*	11.3*	11.6*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 7.5	17 * 8.2	20 * 10.2	20 * 10.9	20 11.7	21 * 11.8	20 * 12.2	20 * 11.6	19 * 11.4	19 * 11.3	20 * 12.0	11.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,700 15.7	29,430 39.5	MAJOR LEAGUE ALLSTAR GAME NATIONAL LEAGUE VS AMERICAN LEAGUE (R:18-12:04AM)(OP)									
	NBC TV						(1) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)						10,580 14.2	18,180 24.4	19.5*	22.6*	25.1*	26.2*	26.2*	26.5	27.8	28.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 14.1	45 16.2	39 * 18.7	41 * 20.4	43 * 21.9	45 * 23.2	45 * 24.8	45 * 25.5	45 * 25.8	48 * 26.5	48 * 27.8	28.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,140 23.0	16,460 22.1	20,040 26.9	18,400 24.7	15,420 20.7	13,630 18.3						
	ABC TV						HAPPY DAYS (R)	AMERICA 2100	THREE'S COMPANY (R)	TAXI (R)(OP)	13 QUEENS BLVD.	SECOND TIME AROUND						
	AVERAGE AUDIENCE (Households (000) & %)						14,900 20.0	14,230 19.1	17,580 23.6	16,610 22.3	13,710 18.4	12,290 16.5						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						41 19.1	38 21.0	44 19.0	40 19.3	34 22.7	34 24.4	31 22.2	34 22.4	31 18.6	31 18.2	31 16.8	16.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,720 11.7	CBS REPORTS BLACKS IN AMERICA: WITH ALL DELIBERATE SPEED? PART 1(OP)		17,580 23.6		CBS TUESDAY NIGHT MOVIES THE HAWAIIANS(R)						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,110 8.2	8.4*	7.9*	9,910 13.3	11.1*	13.0*	14.0*	14.0*	14.2	15.0	15.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 8.7	17 * 8.1	16 * 7.9	25 11.1	21 * 11.1	24 * 12.7	26 * 13.2	26 * 13.8	26 * 14.2	29 * 15.0	29 * 15.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,990 16.1	RUNAWAYS (OP)		14,230 19.1		BIG EVENT-TUE. BILLY: PORTRAIT OF A STREET KID(R)(SUS)(OP)						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,270 11.1	9.4*	12.8*	7,970 10.7	10.3*	10.7*	10.8*	10.8*	10.6	11.0	11.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 9.1	20 * 9.8	25 * 12.3	20 10.5	19 * 10.0	19 * 10.6	20 * 10.9	20 * 10.9	20 * 10.6	21 * 11.0	21 * 11.3	
TV HOUSEHOLDS USING TV		WK. 1	42.4	42.0	42.0	43.1	44.4	48.5	51.6	53.6	55.6	58.5	59.5	59.1	58.1	58.2	57.9	57.8
(See Def. 1)		WK. 2	44.4	45.4	46.4	47.1	47.2	49.2	49.9	50.9	53.4	54.6	54.8	55.5	54.3	53.3	52.5	52.4
U.S. TV Households: 74,500,000																		

U.S. TV Households: 74,500,000

(1) MAJOR LEAGUE ALLSTAR PRE, NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.TUE. JULY 24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. JULY 18, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:20	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						15,570 20.9				16,910 22.7				17,140 23.0			
	ABC TV						EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,400 15.3	14.5*		16.0*	12,590 16.9	16.0*		17.8*	13,040 17.5	17.4*		17.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 14.0	33* 15.0	15.8	33* 16.2	32 15.6	31* 16.4	17.3	33* 18.3	32 17.4	31* 17.3	17.7	33* 17.6
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						8,200 11.0		8,050 10.8		16,840 22.6							
	CBS TV						LOVEBIRDS		GOOD TIMES (OP)				QUESTION OF GUILT (R)					
	AVERAGE AUDIENCE (Households (000) & %)						7,000 9.4		6,780 9.1		11,320 15.2	13.0*		15.1*		15.9*		16.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 9.1		19 8.5	9.6	28 12.1	26* 13.9	14.5	28* 15.7		28* 15.8	16.1	16.3
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						18,630 25.0											
	NBC TV						NBC WED. NIGHT MOVIES LITTLE BIG MAN(R)(OP)(SUS)(OP) (8:00-10:48PM)											
	AVERAGE AUDIENCE (Households (000) & %)						10,500 14.1	11.8*		14.2*		14.7*		14.4*		14.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 11.3	26* 12.3	14.0	30* 14.4		29* 14.7	14.5	27* 14.4		26* 14.8	14.9	15.2
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						18,250 24.5						19,890 26.7			19,520 26.2		
	ABC TV						EIGHT IS ENOUGH (R)(OP)				CARTER PRESS CONF - ABC (SUS) (9:00-9:33PM)		CHARLIE'S ANGELS (9:33-10:33PM)(-OP)(R)		VEGAS (10:33-11:33PM) (R)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)						13,340 17.9	16.4*		19.4*		15,200 20.4	18.6*		21.8*	20.6	20.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						39 15.2	37* 17.5	18.7	41* 20.2		39 17.2	37* 19.8		41* 21.3	40 22.3	40* 20.9	40* 20.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						7,230 9.7					14,900 20.0						
	CBS TV						CBS REPORTS BLACKS IN AMERICA: WITH ALL DELIBERATE SPEED, PART 2(OP)				CARTER PRESS CONF - CBS (SUS) (9:00-9:35PM)		CBS WEDNESDAY NIGHT MOVIE FRENCH CONNECTION II(R) (9:35-11:35PM)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)						5,360 7.2	7.1*		7.3*		8,420 11.3	10.5*		11.4*		11.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 7.3	16* 6.9	7.2	15* 7.5		22 10.5	21* 10.5		22* 11.2		21* 11.7	21* 11.2
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,190 17.7						18,480 24.8					
	NBC TV						REAL PEOPLE (R)(OP)				CARTER PRESS CONF - NBC (SUS) (9:00-9:33PM)		ECHOES OF THE SIXTIES (9:33-11:30PM)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)						9,910 13.3	13.2*		13.4*		9,910 13.3	12.2*		12.5*		14.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 13.0	30* 13.5	13.4	28* 13.4		26 12.2	24* 12.2		24* 12.3		27* 12.7	27* 14.5
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.5	40.6	41.4	42.9	43.2	45.9	47.0	49.1	49.7	52.0	53.5	55.0	55.7	56.3	55.9	52.4
		WK. 2	44.2	44.5	43.8	44.7	43.8	45.2	46.4	48.5	48.0	49.1	50.2	51.5	52.6	53.4	51.5	51.8

For explanation of symbols, See page A.

EVE.WED. JULY 25, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. JULY 19, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,790 21.2		14,970 20.1				9,160 12.3		12,070 16.2			
	ABC TV						WORK & MINDY (R)		INFINITE HORIZONS SPACE BEYOND APOLLO(OP)				BARNEY MILLER (R)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						13,410 18.0		9,830 13.2	13.9*		12.5*	8,120 10.9		9,540 12.8	13.1*		12.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						41 16.3	19.8	26 14.1	29* 13.8	13.1	24* 11.9	20 10.4	11.5	23 12.9	23* 13.3	12.6	22* 12.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,370 16.6				26,970 36.2							
	CBS TV							WALTONS (R)(OP)						MISS UNIVERSE PAGEANT (9:00-11:02PM)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)						7,970 10.7	9.0*		12.4*	16,910 22.7	18.1*		21.3*		24.6*		26.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 9.3	20* 8.8	26* 11.5	42 13.3*	34* 17.2	39* 19.1	20.5	39* 22.1	24.3	44* 24.8	25.7	48* 27.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,980 13.4				14,300 19.2				10,950 14.7			
	NBC TV							PROJECT U.F.O. (OP)			QUINCY, M.E. (R)				DAVID CASSIDY-UNDERCOVER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						6,710 9.0	7.6*		10.4*	11,100 14.9	14.0*		15.8*	8,870 11.9	12.1*		11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 7.2	17* 8.0	22* 10.0	28* 10.7	27* 12.8	27* 15.1	15.8	29* 15.8	21 12.3	22* 11.9	11.7	21* 11.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,920 25.4		17,510 23.5		14,230 19.1		13,340 17.9		14,680 19.7			
	ABC TV						WORK & MINDY (R)		LAVERNE AND SHIRLEY (R)		BARNEY MILLER (R)		CARTER COUNTRY (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						16,090 21.6		15,420 20.7		12,890 17.3		11,850 15.9		11,030 14.8	14.9*		14.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						46 20.1	23.2	42 20.8	20.7	34 17.5	30 17.2	15.6	16.2	28 14.9	28* 14.9	14.9	28* 14.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,650 14.3				12,290 16.5				16,390 22.0			
	CBS TV							WALTONS (R)(OP)					HAWAII FIVE-0 (R)			BARNABY JONES (R)		
	AVERAGE AUDIENCE (Households (000) & %)						8,050 10.8	10.2*		11.4*	9,090 12.2	11.5*		12.8*	13,630 18.3	17.8*		18.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 9.9	22* 10.5	23* 11.5	23* 11.4	23 11.5	23* 11.5	12.5	24* 13.2	34 17.1	33* 18.4	19.0	35* 18.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						7,300 9.8				14,380 19.3				13,860 18.6			
	NBC TV							PROJECT U.F.O. (R)(OP)			QUINCY, M.E. (R)				DAVID CASSIDY-UNDERCOVER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						4,770 6.4	5.8*		7.0*	10,880 14.6	13.3*		15.9*	9,390 12.6	12.4*		12.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						13 6.1	12* 5.4	14* 6.4	28 7.5	26* 12.7	26* 14.0	30* 15.6	30* 16.2	24 12.7	23* 12.1	12.7	24* 13.1
TV HOUSEHOLDS USING TV		WK. 1	40.2	41.4	41.5	42.6	42.4	45.6	47.1	49.5	51.4	53.7	53.8	55.9	55.8	56.0	55.6	55.5
(See Def. 1)		WK. 2	41.2	42.0	41.9	43.6	45.6	48.2	48.8	49.8	50.2	51.2	52.4	54.4	53.4	53.6	53.8	52.9
U.S. TV Households: 74,500,000																		

For explanation of symbols, See page A.

EVE.THU. JULY 26, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.FRI. JULY 20, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						5,590 7.5				13,040 17.5							
	ABC TV						OPERATION PETTICOAT (R)(OP)				ABC SPECIAL REPORT-FRI (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)						4,990 6.7				7,450 10.0	7.2*		9.0*		11.7*		12.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 6.7	6.6			21 6.7	16*	8.7	18*	11.4	24*	12.5	26*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,500 20.8				16,910 22.7				16,910 22.7			
	CBS TV						INCREDIBLE MULK (R)(OP)				DUKES OF HAZZARD (R)							DALLAS (R)
	AVERAGE AUDIENCE (Households (000) & %)						10,580 14.2	11.7*		16.7*	13,340 17.9	17.4*		18.5*	13,710 18.4	18.5*		18.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 11.4	28*	16.0	38*	37 16.7	38*	18.1	37*	38 18.4	37*	18.5	38*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,220 16.4		14,830 19.9						9,010 12.1			
	NBC TV						DIFF'RENT STROKES (R)(OP)				ROCKFORD FILES (R)							NBC NEWS SPECIAL REPORT 7/20/79 DAY LANDED MOON
	AVERAGE AUDIENCE (Households (000) & %)						10,650 14.3		9,160 12.3	12.3*		12.3*		12.4*	6,780 9.1	9.1*		9.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 13.7	27	28*	27*	12.3	27*	12.3	25*	19 9.4	18*	9.0	19*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						6,580 8.8		7,230 9.7		11,820 15.8							
	ABC TV						OPERATION PETTICOAT (R)(OP)		WELCOME BACK, KOTTER (R)									ABC FRIDAY NIGHT MOVIE BLACK MARKET BABY(R)
	AVERAGE AUDIENCE (Households (000) & %)						5,660 7.6		5,980 8.0		7,150 9.6	8.4*		9.1*		10.3*		10.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 7.5	7.6	19	8.2	20 7.9	18*	9.0	18*	20*	20*	10.9	22*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,190 17.7				17,210 23.1				15,200 20.4			
	CBS TV						INCREDIBLE MULK (R)(OP)				DUKES OF HAZZARD (R)							DALLAS (R)
	AVERAGE AUDIENCE (Households (000) & %)						9,390 12.6	10.9*		14.3*	14,230 19.1	18.5*		19.6*	12,070 16.2	16.9*		15.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 10.4	27*	34*	40*	40 17.9	40*	19.4	39*	32 17.3	33*	15.5	31*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,320 15.2		9,240 12.4		11,100 14.9				11,990 16.1			
	NBC TV						DIFF'RENT STROKES (R)		HELLO, LARRY (R)(OP)		ROCKFORD FILES (R)							EDDIE CAPRA MYSTERIES (R)
	AVERAGE AUDIENCE (Households (000) & %)						9,760 13.1		8,050 10.8		8,120 10.9	9.9*		12.0*	9,610 12.9	13.0*		12.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 13.1	26	26	10.8	23 9.5	22*	11.6	24*	26 12.9	26*	12.9	26*
TV HOUSEHOLDS USING TV		WK. 1	39.3	39.8	39.8	40.3	40.6	42.6	42.8	44.0	45.1	47.1	48.6	50.5	50.2	48.7	48.4	47.4
(See Def. 1)		WK. 2	36.6	38.0	37.9	39.1	39.7	40.3	40.8	42.7	44.4	47.3	49.7	51.3	50.5	50.4	49.5	49.9

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.FRI. JULY 27, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SAT. JULY 21, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

TV HOUSEHOLDS USING TV		WK. 1	36.0	36.3	36.8	36.3	36.0	36.5	37.6	38.3	40.2	42.3	43.5	44.6	43.1	42.9	43.1	43.6
(See Def. 1)		WK. 2	37.6	38.9	39.5	40.3	38.3	39.2	39.9	42.7	44.1	46.0	47.7	48.5	47.7	48.2	47.8	48.3
U.S. TV Households: 74,500,000																		

For explanation of symbols, See page A.

EVE.SAT. JULY 28, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SUN. JULY 22, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{ 6,480 8.7		{ 11,990 16.1		{ 22,870 30.7											
ABC TV		HARDY BOYS MYSTERIES (R)				SALVAGE 1 (R)(OP)				ABC SUNDAY NIGHT MOVIE WAR GAMES							
AVERAGE AUDIENCE (Households (000) & %)		{ 4,690 6.3		{ 8,940 12.0		{ 13,860 18.6											
SHARE OF AUDIENCE %		{ 6.1* 16		{ 10.4* 27		{ 16.3* 36											
AVG. AUD. BY ¼ HR.		{ 6.3 5.8		{ 11.2 9.5		{ 16.8 15.7											
TOTAL AUDIENCE (Households (000) & %)		{ 15,500 20.8		{ 14,530 19.5		{ 14,450 19.4		{ 16,240 21.8		{ 17,060 22.9		{ 13,410 18.0					
CBS TV		60 MINUTES (R)				ALL IN THE FAMILY (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		MOSES-THE LAWGIVER (R)			
AVERAGE AUDIENCE (Households (000) & %)		{ 11,990 16.1		{ 12,670 17.0		{ 12,960 17.4		{ 14,300 19.2		{ 15,420 20.7		{ 10,210 13.7					
SHARE OF AUDIENCE %		{ 14.8* 42		{ 17.4* 40		{ 17.4* 38		{ 20.7* 39		{ 20.3* 39		{ 14.0* 26					
AVG. AUD. BY ¼ HR.		{ 15.2 14.4		{ 17.0 16.5		{ 17.4 17.4		{ 17.5 18.2		{ 20.3 20.3		{ 21.2 14.4					
TOTAL AUDIENCE (Households (000) & %)		{ 11,320 15.2		{ 14,160 19.0		{ 14,010 18.8											
NBC TV		WONDERFUL WORLD OF DISNEY MY DOG, THE THIEF, PART 1(R)				BIG EVENT PLEASURE COVE(R)(OP)				PRIME TIME SUNDAY							
AVERAGE AUDIENCE (Households (000) & %)		{ 8,120 10.9		{ 7,750 10.4		{ 9,830 13.2											
SHARE OF AUDIENCE %		{ 10.1* 28		{ 11.8* 22		{ 13.3* 26											
AVG. AUD. BY ¼ HR.		{ 10.7 9.5		{ 12.0 10.9		{ 13.2 12.7											
TOTAL AUDIENCE (Households (000) & %)		{ 7,000 9.5		{ 11,470 15.4		{ 19,000 25.5											
ABC TV		HARDY BOYS MYSTERIES (R)				SALVAGE 1 (R)(OP)				ABC SUNDAY NIGHT MOVIE SERPICO(R) (9:00-11:31PM)							
AVERAGE AUDIENCE (Households (000) & %)		{ 5,140 6.9		{ 8,340 11.2		{ 11,700 15.7											
SHARE OF AUDIENCE %		{ 6.4* 17		{ 10.1* 24		{ 13.0* 29											
AVG. AUD. BY ¼ HR.		{ 6.4 6.3		{ 10.6 9.6		{ 13.6 12.5											
TOTAL AUDIENCE (Households (000) & %)		{ 16,090 21.6		{ 15,350 20.6		{ 16,020 21.5		{ 17,950 24.1		{ 18,180 24.4		{ 16,320 21.9					
CBS TV		60 MINUTES (R)				ALL IN THE FAMILY (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		KAZ (R)			
AVERAGE AUDIENCE (Households (000) & %)		{ 12,140 16.3		{ 13,190 17.7		{ 14,300 19.2		{ 16,390 22.0		{ 16,540 22.2		{ 12,590 16.9					
SHARE OF AUDIENCE %		{ 15.5* 40		{ 17.0* 39		{ 18.1* 39		{ 20.3* 41		{ 21.8* 39		{ 17.3* 31					
AVG. AUD. BY ¼ HR.		{ 16.2 14.8		{ 17.3 17.3		{ 18.1 18.1		{ 20.3 20.9		{ 23.0 21.8		{ 22.6 18.1					
TOTAL AUDIENCE (Households (000) & %)		{ 10,730 14.4		{ 20,860 28.0		{ 18,9 18.9											
NBC TV		WONDERFUL WORLD OF DISNEY MY DOG, THE THIEF, PART 2(R)				BIG EVENT A FIRE IN THE SKY(R)(OP)											
AVERAGE AUDIENCE (Households (000) & %)		{ 8,270 11.1		{ 11,180 15.0		{ 18.9* 25											
SHARE OF AUDIENCE %		{ 10.2* 27		{ 12.3* 28		{ 13.6* 25											
AVG. AUD. BY ¼ HR.		{ 11.1 9.2		{ 12.3 12.4		{ 13.4 12.6											
TV HOUSEHOLDS USING TV		WK. 1 36.7		WK. 2 38.5		37.9		39.2		40.8		41.8		43.5		44.5	
(See Def. 1)		38.5		41.0		42.2		43.3		44.9		46.2		47.9		50.7	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.SUN. JULY 29, 1979



SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,260 8.4																
	ABC TV	ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,660 7.6																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 17 7.6																
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,740 7.7							7,970 10.7									
	CBS TV	CBS SUNDAY NEWS-BRADLEY							LATE MOVIE I (-OP)					(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,660 7.6							5,660 7.6	8.2*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 17 7.6							25 8.4	24 *								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,730 5.0							10,360 13.9									
	NBC TV								NBC LATE NIGHT MOVIE (11:30-1:36AM)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,860 2.5							5,960 8.0	9.1*				7.8*		5.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 12 3.0							28 9.5	28 *				29 *		29 *		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 8.7																
	ABC TV	ABC SUNDAY NIGHT MOVIE SERPICO(R)(-OP) (9:00-11:31PM)							ABC WEEKEND REPORT-SUN. (11:31-11:45PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,100 5.5																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 16.8* 36 *																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,590 7.5							7,520 10.1									
	CBS TV	CBS SUNDAY NEWS-BRADLEY							LATE MOVIE I (-OP)					(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,510 7.4							5,220 7.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 7.4							26 8.6									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,870 5.2							9,540 12.8									
	NBC TV								NBC LATE NIGHT MOVIE (11:30-1:28AM)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,380 3.2							5,440 7.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 14 3.9							27 8.7									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	45.8 48.9	39.6 44.0	31.4 35.0	27.4 29.8	24.3 25.3	21.9 21.9	19.2 18.3	36.1 34.9	33.4 32.0	29.3 28.7	26.2 26.0	22.0 22.7	19.0 19.6	16.6 16.8	15.0 15.0	13.2 13.1

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 16-20, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,680 3.6				3,500 4.7									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)		GOOD MORNING, AMERICA-830 (CO-OP)											
	AVERAGE AUDIENCE (Households (000) & %)			2,160 2.9				2,980 4.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			26 2.7		3.0		24 3.7		4.2							
E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,310 3.1		2,980 4.0						3,730 5.0		4,470 6.0			
	CBS TV			MORNING MON-FRI (CO-OP)		CAPTAIN KANGAROO (CO-OP)						ALL IN THE FAMILY M-F (CO-OP)		WHEW (10:30-10:54AM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)			1,340 1.8		1,860 2.5		2,980 4.0				2,980 4.0		3,950 5.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17 1.8		16* 1.9		15* 2.4		17* 2.8		20 3.7		26 5.1		5.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,130 4.2		4,100 5.5						3,800 5.1		3,130 4.2			
	NBC TV			TODAY SHOW-7.30AM (CO-OP)		TODAY SHOW-8.30AM (CO-OP)						CARD SHARKS (CO-OP)		ALL STAR SECRETS (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)			2,460 3.3		3,350 4.5						2,980 4.0		2,530 3.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			29 3.3		27 4.4		4.5				20 3.9		17 4.2		3.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,680 3.6		3,950 5.3											
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)		GOOD MORNING, AMERICA-830 (CO-OP)											
	AVERAGE AUDIENCE (Households (000) & %)			2,160 2.9		3,350 4.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			25 2.7		26 4.3		4.6									
E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,380 3.2		3,350 4.5						4,250 5.7		4,840 6.5			
	CBS TV			MORNING MON-FRI (CO-OP)		CAPTAIN KANGAROO (CO-OP)						ALL IN THE FAMILY M-F (CO-OP)		WHEW (10:30-10:54AM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)			1,420 1.9		2,010 2.7		3,500 4.7				3,580 4.8		4,170 5.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			18 1.8		17 2.1		15* 2.5		18* 2.8		23 4.6		26 5.1		5.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,430 4.6		4,400 5.9						3,500 4.7		3,280 4.4			
	NBC TV			TODAY SHOW-7.30AM (CO-OP)		TODAY SHOW-8.30AM (CO-OP)						CARD SHARKS (CO-OP)		ALL STAR SECRETS (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)			2,610 3.5		3,500 4.7						2,910 3.9		2,680 3.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			31 3.2		27 4.7		4.7				19 3.8		17 4.1		3.8	
TV HOUSEHOLDS USING TV WK. 1		6.2	7.7	9.0	9.9	11.3	12.8	14.1	15.4	16.8	17.9	18.7	19.5	19.8	20.9	20.5	21.1
(See Def. 1) WK. 2		5.4	7.3	8.8	10.0	11.7	14.0	15.2	15.9	17.3	18.4	19.2	19.9	20.2	21.2	21.3	21.9

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 23-27, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 16-20, 1979

		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,780 9.1		{ 6,480 8.7		{ 4,100 5.5		{ 5,590 7.5		{ 9,160 12.3		{ 7,900 10.6					
	ABC TV	{ Laverne & Shirley M-F (TU-F)(SUS)(OP)		{ Family Feud (TU-F)(SUS)(OP)		{ \$20,000 Pyramid		{ Ryan's Hope		{ All My Children (SUS)(OP)		{ One Life to Live					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,810 7.8		{ 5,440 7.3		{ 3,350 4.5		{ 4,690 6.3		{ 6,930 9.3		{ 5,960 8.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 36 7.4		{ 32 7.1		{ 18 4.2		{ 23 6.1		{ 33 8.4		{ 29 8.2					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,920 6.6		{ 5,960 8.0				{ 7,670 10.3		{ 8,640 11.6		{ 7,820 10.5					
	CBS TV	{ Price is Right 1 (TU-F)(SUS)(OP)		{ Price is Right 2 (TU-F)(SUS)(OP)				{ Search for Tomorrow		{ Young and the Restless		{ As the World Turns		{ Guiding Light			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,170 5.6		{ 5,070 6.8				{ 6,710 9.0		{ 7,820 10.5		{ 5,960 8.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 5.3		{ 30 6.4		{ 7.2		{ 33 9.0		{ 40 9.1		{ 28 8.0					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,170 5.6		{ 4,540 6.1		{ 4,170 5.6		{ 4,250 5.7		{ 6,180 8.3		{ 4,840 6.5		{ 6,850 9.2			
	NBC TV	{ High Rollers (TU-F)(SUS)(OP)		{ Wheel of Fortune (TU-F)(SUS)(OP)		{ Password Plus		{ Hollywood Squares (SUS)(OP)		{ Days of Our Lives		{ Doctors		{ Another World			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.8		{ 3,870 5.2		{ 3,430 4.6		{ 3,580 4.8		{ 4,540 6.1		{ 4,320 5.8		{ 4,620 6.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 4.5		{ 23 5.2		{ 18 4.4		{ 18 4.7		{ 21 5.6		{ 21 6.0		{ 22 5.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,300 9.0		{ 6,800 8.9		{ 4,170 5.6		{ 4,110 5.7		{ 9,240 12.4		{ 9,440 11.4					
	ABC TV	{ Laverne & Shirley M-F		{ Family Feud		{ \$20,000 Pyramid		{ Ryan's Hope		{ All My Children (SUS)(OP)		{ One Life to Live					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 8.2		{ 5,090 7.9		{ 3,430 4.6		{ 5,140 6.9		{ 7,080 9.5		{ 6,630 8.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 37 7.7		{ 33 7.8		{ 18 4.6		{ 25 6.7		{ 32 8.7		{ 30 8.7					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,290 7.1		{ 6,630 8.9				{ 7,450 10.0		{ 9,160 12.3		{ 7,820 10.5					
	CBS TV	{ Price is Right 1		{ Price is Right 2				{ Search for Tomorrow		{ Young and the Restless		{ As the World Turns		{ Guiding Light			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,470 6.0		{ 5,660 7.6				{ 6,780 9.1		{ 8,270 11.1		{ 6,030 8.1		{ 5,360 7.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 27 5.7		{ 32 7.4		{ 7.9		{ 33 9.0		{ 40 9.1		{ 27 8.0		{ 24 7.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,100 5.5		{ 4,620 6.2		{ 3,950 5.3		{ 4,690 6.3		{ 7,080 9.5		{ 5,360 7.2		{ 7,150 9.6			
	NBC TV	{ High Rollers		{ Wheel of Fortune (SUS)(OP)		{ Password Plus		{ Hollywood Squares (SUS)(OP)		{ Days of Our Lives		{ Doctors		{ Another World			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.8		{ 3,950 5.3		{ 3,430 4.6		{ 3,870 5.2		{ 5,290 7.1		{ 4,840 6.5		{ 4,920 6.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 4.8		{ 22 5.3		{ 17 4.4		{ 19 5.2		{ 24 6.9		{ 23 7.0		{ 22 6.6			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
		21.4	22.8	22.5	23.5	25.5	27.2	27.2	27.8	27.3	28.0	28.3	28.9	28.0	27.6	27.0	27.2
		22.0	23.3	23.8	25.0	26.6	27.5	28.1	28.9	28.8	29.3	29.9	30.2	29.4	29.8	29.6	29.7

U.S. TV Households: 74,500,000

For explanation of symbols, see page A.

DAY MON.-FRI. JULY 23-27, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 16-20, 1979

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																		
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,340 11.2		GENERAL HOSPITAL (SUS)(OP)		4,400 5.9		EDGE OF NIGHT (SUS)(OP)								7,750 10.4		
	ABC TV																	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,710 9.0		8.6*		9.4*		3,800 5.1								6,780 9.1		
	SHARE OF AUDIENCE %	32		31 *		33 *		18								23		
	AVG. AUD. BY ¼ HR. %	8.3		8.8		9.3		9.5		5.2		5.0				9.0 9.1		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,080 9.5		GUIDING LIGHT		M*A*S*H M-F		3,280 4.4								9,760 13.1		
	CBS TV																	CBS EVENING NEWS-CRONKITE
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 8.2		7.5*		8.2		2,760 3.7								8,490 11.4		
	SHARE OF AUDIENCE %	27 *		27 *		29		13								29		
	AVG. AUD. BY ¼ HR. %	7.5		7.5		7.9		8.5		3.7		3.8				11.1 11.6		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,200 11.0		ANOTHER WORLD												8,200 11.0		
	NBC TV																	NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,150 9.6		6.2*		6.4*										7,150 9.6		
	SHARE OF AUDIENCE %	22 *		22 *		22 *										25		
	AVG. AUD. BY ¼ HR. %	6.2		6.2		6.5		6.4								9.6 9.7		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,010 12.0		GENERAL HOSPITAL		4,400 5.9		EDGE OF NIGHT								7,900 10.6		
	ABC TV																	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,970 10.7		10.4*		11.0*		3,800 5.1								6,780 9.1		
	SHARE OF AUDIENCE %	36		35 *		36 *		18								22		
	AVG. AUD. BY ¼ HR. %	10.1		10.7		11.0		5.3		5.0						8.9 9.3		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,930 9.3		GUIDING LIGHT		M*A*S*H M-F		3,350 4.5								9,690 13.0		
	CBS TV																	CBS EVENING NEWS-CRONKITE
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,890 7.9		7.2*		7.9		2,830 3.8								8,490 11.4		
	SHARE OF AUDIENCE %	24 *		24 *		26		13								28		
	AVG. AUD. BY ¼ HR. %	7.2		7.2		7.6		8.3		3.8		3.9				11.5 11.3		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,050 10.8		ANOTHER WORLD												8,050 10.8		
	NBC TV																	NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,850 9.2		6.6*		6.7*										6,850 9.2		
	SHARE OF AUDIENCE %	22 *		22 *		22 *										22		
	AVG. AUD. BY ¼ HR. %	6.7		6.6		6.9		6.6								9.1 9.4		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.4	28.1	28.1	28.9	27.4	28.5	28.9	30.0	31.1	32.9	34.3	36.0	37.6	38.6	39.1	40.4
		WK. 2	29.3	29.8	29.8	30.3	28.6	29.4	29.3	30.4	32.2	33.9	35.3	36.8	38.5	40.1	40.4	41.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 23-27, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JULY 21, 1979

A-24

NATIONAL Nielsen TV AUDIENCE ESTIMATES

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

WEEK 1

2.8

3.6

4.5

6.8

8.2

9.7

12.4

15.1

16.8

18.5

19.7

19.9

20.3

21.2

20.7

20.9

2,160  
2.9

FANGFACE  
(OP)

1,640  
2.2

26  
1.8

2.6

2,380  
3.2

26  
2.8

3.6

3,050  
4.1

SCOOBY'S ALL STARS I  
(OP)

2,240  
3.0

ALL NEW POPEYE HOUR 1  
(OP)

1,790  
2.4

27  
2.1

2.8

4,250  
5.7

ALL NEW POPEYE HOUR 2  
(OP)

3,200  
4.3

31  
4.0

4.6

6,030  
8.1

BUGS BUNNY/ROAD RUNNER 1  
(OP)

4,690  
6.3

36  
5.7

6.8

4,770  
6.4

SCOOBY'S ALL STARS II  
(OP)

3,430  
4.6

26  
4.4

4.8

4,170  
5.6

SCOOBY'S ALL STARS III  
(OP)

3,500  
4.7

24  
4.8

4.6

3,500  
4.7

CHALLENGE-SUPERFRIENDS 1

3,050  
4.1

22  
4.0

4.2

4,690  
6.3

CHALLENGE-SUPERFRIENDS 2

3,950  
5.3

27  
4.8

5.8

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

WEEK 1

2.8

3.6

4.5

6.8

8.2

9.7

12.4

15.1

16.8

18.5

19.7

19.9

20.3

21.2

20.7

20.9

2,240  
3.0

ALL NEW POPEYE HOUR 1  
(OP)

1,790  
2.4

27  
2.1

2.8

4,250  
5.7

ALL NEW POPEYE HOUR 2  
(OP)

3,200  
4.3

31  
4.0

4.6

6,030  
8.1

BUGS BUNNY/ROAD RUNNER 1  
(OP)

4,690  
6.3

36  
5.7

6.8

7,080  
9.5

BUGS BUNNY/ROAD RUNNER 2  
(OP)

5,740  
7.7

39  
7.9

7.6

7,380  
9.9

BUGS BUNNY/ROAD RUNNER 3  
(OP)

6,260  
8.4

41  
8.5

8.4

4,690  
6.3

TARZAN AND SUPER SEVEN 1

3,950  
5.3

25  
5.5

5.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

WEEK 1

2.8

3.6

4.5

6.8

8.2

9.7

12.4

15.1

16.8

18.5

19.7

19.9

20.3

21.2

20.7

20.9

1,560  
2.1

BAY CITY ROLLERS (SUS)

1,340  
1.8

23  
1.5

2.0

2,090  
2.8

ALVIN AND THE CHIPMUNKS

1,790  
2.4

19  
2.0

2.8

3,130  
4.2

GODZILLA SUPER 90 I

2,680  
3.6

23  
3.2

4.0

4,470  
6.0

GODZILLA SUPER 90 II

3,500  
4.7

25  
4.6

4.9

4,540  
6.1

GODZILLA SUPER 90 III  
(OP)

3,730  
5.0

24  
4.9

5.2

5,660  
7.6

DAFFY DUCK (OP)

4,990  
6.7

32  
6.7

6.8

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

WEEK 2

2.8

3.6

4.5

6.8

8.2

9.7

12.4

15.1

16.8

18.5

19.7

19.9

20.3

21.2

20.7

20.9

2,010  
2.7

FANGFACE  
(OP)

1,640  
2.2

27  
2.0

2.3

2,380  
3.2

28  
2.9

3.5

3,050  
4.1

SCOOBY'S ALL STARS I  
(OP)

2,240  
3.0

ALL NEW POPEYE HOUR 1  
(OP)

1,790  
2.4

27  
2.1

2.8

4,250  
5.7

ALL NEW POPEYE HOUR 2  
(OP)

3,200  
4.3

31  
4.0

4.6

6,030  
8.1

BUGS BUNNY/ROAD RUNNER 1  
(OP)

4,690  
6.3

36  
5.7

6.8

7,080  
9.5

BUGS BUNNY/ROAD RUNNER 2  
(OP)

5,740  
7.7

39  
7.9

7.6

7,380  
9.9

BUGS BUNNY/ROAD RUNNER 3  
(OP)

6,260  
8.4

41  
8.5

8.4

4,690  
6.3

TARZAN AND SUPER SEVEN 1

3,950  
5.3

25  
5.5

5.1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

WEEK 2

2.8

3.6

4.5

6.8

8.2

9.7

12.4

15.1

16.8

18.5

19.7

19.9

20.3

21.2

20.7

20.9

2,010  
2.7

ALL NEW POPEYE HOUR 1  
(OP)

1,640  
2.2

25  
1.8

2.5

3,730  
5.0

ALL NEW POPEYE HOUR 2  
(OP)

2,530  
3.4

27  
3.1

3.6

5,510  
7.4

BUGS BUNNY/ROAD RUNNER 1  
(OP)

4,320  
5.8

34  
5.2

6.4

6,850  
9.2

BUGS BUNNY/ROAD RUNNER 2  
(OP)

5,960  
8.0

40  
7.7

8.3

7,900  
10.6

BUGS BUNNY/ROAD RUNNER 3  
(OP)

6,560  
8.8

41  
8.9

8.7

5,590  
7.5

TARZAN AND SUPER SEVEN 1

4,540  
6.1

27  
6.0

6.2

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

WEEK 2

2.8

3.6

4.5

6.8

8.2

9.7

12.4

15.1

16.8

18.5

19.7

19.9

20.3

21.2

20.7

20.9

1,490  
2.0

BAY CITY ROLLERS (SUS)

1,120  
1.5

19  
1.2

1.8

2,680  
3.6

ALVIN AND THE CHIPMUNKS

2,010  
2.7

23  
2.2

3.2

4,250  
5.7

FANTASTIC FOUR

3,130  
4.2

26  
3.7

4.7

4,320  
5.8

GODZILLA SUPER 90 II

3,580  
4.8

25  
5.3

4.4

3,350  
4.5

GODZILLA SUPER 90 III  
(OP)

3,050  
4.1

19  
4.2

4.0

4,320  
5.8

DAFFY DUCK (OP)

3,730  
5.0

23  
4.8

5.3

TV HOUSEHOLDS USING TV

WK. 1

2.8

3.6

4.5

6.8

8.2

9.7

12.4

15.1

16.8

18.5

19.7

19.9

20.3

21.2

20.7

20.9

(See Def. 1)

WK. 2

4.2

4.7

5.3

6.3

7.8

10.0

11.6

13.7

15.8

18.3

19.6

20.3

21.3

22.1

22.3

22.8

U.S. TV Households: 34,520,000

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. JULY 28, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JULY 21, 1979

WEEK 1

TIME

11:00

11:15

11:30

11:45

12:00

12:15

12:30

12:45

1:00

1:15

1:30

1:45

2:00

2:15

2:30

2:45

TOTAL AUDIENCE  
(Households (000) & %)

{

5,440  
7.3

3,580  
4.8

3,800  
5.1

6,560  
8.8

← AMERICAN BANDSTAND '79 →

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

4,770  
6.4

2,830  
3.8

3,050  
4.1

4,170  
5.6

5.1\*

6.2\*

SHARE OF AUDIENCE  
%

{

31

18

19

25

23 \*

27 \*

AVG. AUD. BY ¼ HR.

{

6.5

6.3

3.9

3.8

3.9

4.3

4.9

5.3

6.0

6.3

TOTAL AUDIENCE  
(Households (000) & %)

{

4,400  
5.9

3,870  
5.2

3,870  
5.2

4,920  
6.6

4,020  
5.4

3,650  
4.9

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

3,350  
4.5

3,200  
4.3

3,200  
4.3

3,950  
5.3

3,430  
4.6

3,130  
4.2

SHARE OF AUDIENCE  
%

{

22

20

20

24

20

19

AVG. AUD. BY ¼ HR.

{

4.6

4.4

4.6

4.1

4.1

4.4

5.1

5.5

4.4

4.9

4.0

4.4

TOTAL AUDIENCE  
(Households (000) & %)

{

5,510  
7.4

5,810  
7.8

3,950  
5.3

3,050  
4.1

3,870  
5.2

11,700  
15.7

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

4,770  
6.4

5,070  
6.8

3,280  
4.4

2,460  
3.3

4,690  
6.3

6.0\*

SHARE OF AUDIENCE  
%

{

31

33

21

15

21

24

AVG. AUD. BY ¼ HR.

{

6.3

6.6

7.0

6.7

4.5

4.3

3.4

3.3

4.6

4.7

5.8

6.3

TOTAL AUDIENCE  
(Households (000) & %)

{

5,220  
7.0

3,800  
5.1

4,470  
6.0

4,400  
5.9

5.6\*

6.2\*

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

5,960  
8.0

5,660  
7.6

4,840  
6.5

4,690  
6.3

3,800  
5.1

4,320  
5.8

SHARE OF AUDIENCE  
%

{

32

22

27

25

24 \*

26 \*

AVG. AUD. BY ¼ HR.

{

7.0

6.9

5.2

5.1

5.8

6.2

5.2

5.9

6.3

6.0

TOTAL AUDIENCE  
(Households (000) & %)

{

4,690  
6.3

4,690  
6.3

3,800  
5.1

3,800  
5.1

2,830  
3.8

3,280  
4.4

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

4,920  
6.6

6,110  
8.2

3,650  
4.9

2,680  
3.6

11,250  
15.1

SHARE OF AUDIENCE  
%

{

28

27

23

22

15

18

AVG. AUD. BY ¼ HR.

{

6.7

5.9

6.6

6.0

5.0

5.2

5.0

5.3

3.7

3.9

4.2

4.6

TOTAL AUDIENCE  
(Households (000) & %)

{

3,950  
5.3

4,990  
6.7

2,830  
3.8

2,380  
3.2

4,770  
6.4

7.2\*

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

{

5.0

5.6

6.4

7.1

4.0

3.5

3.2

3.1

6.4

6.4

7.1

7.2

SHARE OF AUDIENCE  
%

{

24

29

17

14

22

26 \*

AVG. AUD. BY ¼ HR.

{

5.0

5.6

6.4

7.1

4.0

3.5

3.2

3.1

6.4

6.4

7.1

7.2

TV HOUSEHOLDS USING TV WK. 1

WK. 2

20.9

20.9

21.4

21.2

21.2

21.4

21.8

22.4

22.8

23.2

21.9

22.0

22.6

24.0

23.7

24.5

(See Def. 1)

22.9

22.5

22.6

23.4

22.2

22.3

22.7

24.1

24.6

24.6

24.4

25.2

26.1

27.4

28.1

28.6

U.S. TV Households: 74,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

For explanation of symbols, See page A.

DAY SAT. JULY 28, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JULY 21, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)								7,750 10.4									
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)								3,430 4.6	4.2*			3.6*		5.2*		5.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %								15 4.6	15* 3.9			13* 3.3		18* 5.1		17* 5.3	5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)								8,200 11.0									7,670 10.3
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)								3,580 4.8	4.2*			4.7*		5.5*		6,410 8.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %								17 4.5	15* 3.9			17* 4.6		19* 5.2		24 8.3	8.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	5,740 7.7
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)																	4,920 6.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	19 6.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	6,110 8.2
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	5,220 7.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	19 7.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	6,110 8.2
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)																	5,220 7.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	19 7.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.2	25.9	26.5	26.6	26.8	28.1	28.4	28.5	28.4	28.5	28.8	30.3	32.6	33.8	34.6	35.5
		WK. 2	28.2	28.6	29.5	29.8	30.0	30.6	31.6	31.6	31.6	32.0	32.4	33.4	35.9	36.7	37.1	37.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. JULY 28, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JULY 22, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %) {																																
ABC TV																																
AVERAGE AUDIENCE (Households (000) & %) {																																
SHARE OF AUDIENCE %																																
AVG. AUD. BY ¼ HR. %																																
W																																
E	TOTAL AUDIENCE (Households (000) & %) {																															
E	CBS TV																															
K	AVERAGE AUDIENCE (Households (000) & %) {																															
1	SHARE OF AUDIENCE %																															
	AVG. AUD. BY ¼ HR. %																															
	TOTAL AUDIENCE (Households (000) & %) {																															
	NBC TV																															
	AVERAGE AUDIENCE (Households (000) & %) {																															
	SHARE OF AUDIENCE %																															
	AVG. AUD. BY ¼ HR. %																															
	TOTAL AUDIENCE (Households (000) & %) {																															
	ABC TV																															
	AVERAGE AUDIENCE (Households (000) & %) {																															
	SHARE OF AUDIENCE %																															
	AVG. AUD. BY ¼ HR. %																															
W	TOTAL AUDIENCE (Households (000) & %) {																															
E	CBS TV																															
E	AVERAGE AUDIENCE (Households (000) & %) {																															
K	SHARE OF AUDIENCE %																															
2	AVG. AUD. BY ¼ HR. %																															
	TOTAL AUDIENCE (Households (000) & %) {																															
	NBC TV																															
	AVERAGE AUDIENCE (Households (000) & %) {																															
	SHARE OF AUDIENCE %																															
	AVG. AUD. BY ¼ HR. %																															
TV HOUSEHOLDS USING TV WK. 1																																
(See Def. 1) WK. 2																																
U.S. TV Households: 74,500,000																																

For explanation of symbols, See page A.

DAY SUN. JULY 29, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JULY 22, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,610 3.5		{ 2,010 2.7		{ 2,380 3.2													
	ABC TV	KIDS ARE PEOPLE TOO !!!		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,090 2.8		{ 1,560 2.1		{ 2,090 2.8													
	SHARE OF AUDIENCE %	16		12		16													
	AVG. AUD. BY ¼ HR. %	2.8		2.0		2.9		2.7											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,910 3.9		{ 2,910 3.9															
	CBS TV			FACE THE NATION															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,310 3.1		{ 2,310 3.1															
	SHARE OF AUDIENCE %	18		18															
	AVG. AUD. BY ¼ HR. %	3.2		3.2		2.9													
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 3,950 5.3				{ 3,950 5.3													
	NBC TV					MEET THE PRESS		RELIGIOUS SERIES (SUS)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.5				{ 3,350 4.5													
	SHARE OF AUDIENCE %	25				25		4.7											
	AVG. AUD. BY ¼ HR. %	4.4				4.4		4.7											
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 2,100 2.9		{ 1,640 2.2		{ 2,010 2.7												{ 1,640 2.2	
	ABC TV	KIDS ARE PEOPLE TOO !!!		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)										NABL CHAMP SOCCER-SUN (1:30-4:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,640 2.2		{ 1,270 1.7		{ 2,010 2.7												{ 1,640 2.2	
	SHARE OF AUDIENCE %	12		9		14												2.4*	
	AVG. AUD. BY ¼ HR. %	2.2		1.6		2.8		2.6										8	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 2,830 3.8		{ 2,830 3.8															
	CBS TV			FACE THE NATION															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,310 3.1		{ 2,310 3.1															
	SHARE OF AUDIENCE %	17		17															
	AVG. AUD. BY ¼ HR. %	3.2		3.2		3.0												2.3	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 3,050 4.1				{ 3,050 4.1												{ 2,790 11.8	
	NBC TV					MEET THE PRESS		RELIGIOUS SERIES (SUS)										NAT'L SPORTS FESTIVAL-SUN (U.S. MINI OLYMPICS)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,160 2.9				{ 2,160 2.9												{ 4,100 5.5	
	SHARE OF AUDIENCE %	15				15		2.9										3.9*	
	AVG. AUD. BY ¼ HR. %	2.9				2.9		2.9										20	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	17.8	17.6	17.1	16.9	17.0	17.9	18.5	19.5	19.9	21.0	21.7	22.7	23.2	24.2	24.5	24.5	
		WK. 2	17.5	18.4	17.8	18.5	19.2	20.2	19.9	20.2	20.4	21.5	22.8	24.0	25.0	25.4	25.7	26.4	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. JULY 29, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. JULY 22, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)										8,270 11.1							3,870 5.2	
	ABC TV										ABC WIDE WORLD-SPORTS-SUN							ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)										4,320 5.8							3,050 4.1	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %										20 4.7	18 5.3	22 5.9	20 6.8	20 6.3	20 6.2	12 3.9	4.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						9,760 13.1											6,560 8.8	
	CBS TV						CBS SPORTS SPEC. SP. ED												CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)						4,620 6.2	5.9*		6.5*		6.0*				6.4*		5,510 7.4	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						22 5.6	22 6.2		23 6.7		21 5.9				22 6.4		21 7.1	7.8
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						9,090 12.2											5,590 7.5	
	NBC TV						SPORTSWORLD												NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)						4,250 5.7	5.1*		5.8*		6.3*						4,690 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						20 4.8	19 5.4		20 5.8		21 6.0						18 6.1	6.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		ABC WRLD NEWS TONIGHT-SUN
	ABC TV						ABC WIDE WORLD SPORTS SUN (4:10-6:00PM)												
	AVERAGE AUDIENCE (Households (000) & %)										3,350 4.5							3,730 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %										15 3.4							14 5.0	5.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						11,100 14.9											6,630 8.9	
	CBS TV						CBS SPORTS SPEC. SP. ED												CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)						4,990 6.7	6.0*		6.3*		6.5*				7.7*		5,810 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						24 6.1	22 5.9		22 6.6		23 6.6				27 8.0		22 7.3	8.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)										7,150 9.6							6,110 8.2	
	NBC TV						NAT'L SPORTS FESTIVAL-SUN U.S. MINI OLYMPICS												NBC NIGHTLY NEWS SUN.
	AVERAGE AUDIENCE (Households (000) & %)										4,400 5.9							4,920 6.6	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %										20 6.6							18 6.5	6.8
TV HOUSEHOLDS USING TV		WK. 1	24.2	25.0	26.0	26.3	26.4	27.6	28.4	28.8	29.3	30.6	30.5	31.9	34.1	35.2	35.5	35.6	
(See Def. 1)		WK. 2	26.8	27.9	28.7	30.1	29.0	29.1	29.9	30.4	29.3	29.2	30.3	31.7	33.7	35.0	35.7	36.4	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. JULY 29, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	
EVENING MONDAY													
ABC ABC MONDAY NIGHT BASEBALL	2	8.00-10.53PM	+GRID 10.45						18,330	24.6	9,310	12.5	
ABC ABC MONDAY NIGHT BSBL(B)	2	10.53-11.12PM	+GRID 11.00								13.6*	26*	13.3
ABC BASEBALL FILL(SUS)	2	10.53-11.00PM	10.45						8,720	11.7	7,380	9.9	9.7
EVENING TUESDAY													
NBC MAJOR LEAGUE ALLSTAR PRE(S)	1	8.00- 8.18PM	+GRID 8.15	11,700	15.7	10,580	14.2	34					
NBC MAJOR LEAGUE ALLSTAR GAME(S)	1	8.18-12.04AM	+GRID 11.00 11.15 11.30 11.45 12.00	29,430	39.5	18,180	24.4	45					
							26.0*	48*					
							26.6*	56*					
NBC NEWS UPDATE-NBC(SUS)	2	10.36-10.39PM	10.30										
EVENING WEDNESDAY													
ABC CHARLIE'S ANGELS	2	9.33-10.33PM	+GRID 10.30						19,890	26.7	15,200	20.4	39
												21.9	
ABC VEGA\$	2	10.33-11.00PM	+GRID 11.00 11.15 11.30						19,520	26.2	15,350	20.6	40
											20.9*	40*	21.0
CBS CBS WEDNESDAY NIGHT MOVIE	2	9.35-11.05PM	+GRID 11.00 11.15 11.30						14,900	20.0	8,420	11.3	22*
											11.8*	23*	11.9
													11.7
													11.8
NBC ECHOES OF THE SIXTIES(S)	2	9.33-11.30PM	+GRID 11.00 11.15						18,480	24.8	9,910	13.3	26
											14.4*	28*	14.8
NBC NEWS FEATURETTE(SUS)	1	10.48-11.00PM	10.45										13.9
EVENING THURSDAY													
CBS MISS UNIVERSE PAGEANT(S)	1	9.00-11.02PM	+GRID 11.00	26,970	36.2	16,910	22.7	42					
								27.0					
EVENING SATURDAY													
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,040	17.5	13,040	17.5	39	13,930	18.7	13,930	18.7	39
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	5,810	7.8	5,290	7.1	17	6,930	9.3	6,630	8.9	19
CBS NEWSBREAK-SAT.	1	8.54- 8.55PM	8.45	5,740	7.7	5,740	7.7	20					
	2	8.58- 8.59PM	8.45						6,330	8.5	6,330	8.5	20
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	11,550	15.5	11,550	15.5	40	9,980	13.4	9,980	13.4	31
NBC SATURDAY NIGHT	1	11.30-12.50AM	11.30	14,010	18.8	8,570	11.5	38					
	2	11.30-12.52AM	11.30 11.45						14,680	19.7	9,690	13.0	39
							13.6*	40*			14.2*	38*	14.5
													13.9

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
EVENING SATURDAY-CONT'D			12.00						11.8						
NBC SATURDAY NIGHT-CONT'D			12.15					10.9*	37*	10.0					
			12.30						9.5					13.2*	40*
			12.45					9.4*	37*	9.2				10.8*	38*
EVENING SUNDAY															
ABC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	10,800	14.5	10,800	14.5	31	14.5						
	2	8.57- 8.59PM	8.45												
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.31PM	-GRID								9,540	12.8	9,010	12.1	24
			11.30								19,000	25.5	11,700	15.7	29
CBS NEWSBREAK-SUN.		8.58- 8.59PM	0.45	11,320	15.2	11,320	15.2	33	15.2						
NBC NBC NEWS UPDATE-SUN.	2	8.56- 8.57PM	8.45												
	1	9.05- 9.06PM	9.00	7,300	9.8	7,300	9.8	20	9.8		13,560	18.2	13,560	18.2	36
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.36AM	-GRID	3,730	5.0	1,860	2.5	12			9,310	12.5	9,310	12.5	25
	2	11.30- 1.26AM	-GRID												
			12.45					2.4*	13*	2.4	3,870	5.2	2,380	3.2	14
			1.00						2.1					3.0*	17*
			1.15					2.1*	15*	2.1				2.9*	20*
			1.30						2.0					2.8	
EVENING MONDAY-FRIDAY															
ABC ABC NEWSBRIEF-M-F			8.15	10,360	13.9	10,360	13.9	26	7.0	M-F	11,770	15.8	11,770	15.8	32
			8.45												
			9.15						10.5	THU.					
			9.45						17.8	TU & W					
			10.00						16.6	MON.					
ABC ABC SPECIAL REPORT(S)	1	11.30-12.00MD	11.30	5,890	7.9	4,920	6.6	21	7.2	MON.					
			11.45						6.1	MON.					
ABC POLICE WOMAN	1	11.30-12.38AM	11.30	7,150	9.6	5,070	6.8	24	7.4	WED.					
			11.45						7.1*	22*					
			12.00						6.8	WED.					
			12.15						6.7	WED.					
			12.30						6.7	WED.					
ABC SOAP	1	11.30-12.34AM	11.30	6,710	9.0	4,170	5.6	18	5.9	WED.					
	2	11.30-12.32AM	11.30						6.0	FRI.	7,000	9.4	5,140	6.9	22
			11.45						5.9	FRI.				7.2*	21*
			12.00						5.4	FRI.				7.2	FRI.
			12.15						5.3	FRI.				6.9	FRI.
			12.30						4.5	FRI.				6.7*	23*
ABC STARKY AND HUTCH-11:30		11.30-12.37AM	11.30	7,670	10.3	4,990	6.7	23	6.2	THU.	7,670	10.3	5,360	7.2	24
			11.45						6.4	THU.				6.9*	20*
			12.00						6.7	THU.				7.5	THU.
			12.15						7.1*	27*				7.6	THU.
			12.30						7.1	THU.				6.9	THU.
ABC I. V. SHOW(S)	2	11.30-12.38AM	11.30								8,270	11.1	5,140	6.9	24
CONT'D			11.45											8.2*	25*
														7.4	TUE.



## WEEK 2

A-41 U.S. TV HOUSEHOLDS: 74,500,000

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

## WEEK 2

A-43 U.S. TV HOUSEHOLDS: 74,500,000

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUL. NCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY																	
ABC ABC SPECIAL REPORT-1(SUS)	1	11.03-11.04AM	11.00														
ABC PRESIDENTIAL ADDRESS-ABC(SUS)	1	11.00-12.00NN	11.00														
ABC ABC NEWSBRIEF- 1.58PM(SUS)		1.58- 1.59PM	1.45														
ABC ABC SPECIAL REPORT-2(SUS)	1	3.25- 3.27PM	3.15														M-F
ABC ABC SPECIAL REPORT-3(SUS)	1	4.18- 4.21PM	4.15														
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	4,020	5.4	3,350	4.5	22	4.5								
CBS PRESIDENTIAL ADDRESS-CBS(SUS)	1	11.00-11.47AM	11.00								4,170	5.6	3,500	4.7	22	4.7	M-F
CBS CARTER ANALYSIS(S)	1	11.47-12.00NN	11.45	4,100	5.5	4,100	5.5	26	5.5								
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45														
NBC PRESIDENTIAL ADDRESS-NBC(SUS)	1	11.00-11.45AM	11.00														M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45														
NBC PRESIDENTIAL ANALYSIS-NBC(SUS)	1	11.45-12.00NN	11.45														M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45														M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,010	2.7	1,860	2.5	26	2.5		1,940	2.6	1,790	2.4	26	2.4	
ABC SCHOOLHOUSE ROCK-8.57AM		8.57- 9.00AM	8.45	2,980	4.0	2,830	3.8	29	3.8		2,380	3.2	2,380	3.2	25	3.2	
ABC SCHOOLHOUSE ROCK-9.56AM		9.56- 10.00AM	9.45	3,280	4.4	3,280	4.4	22	4.4		3,580	4.8	3,430	4.6	22	4.6	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26- 11.30AM	11.15	3,070	5.2	3,650	4.9	24	4.9		4,540	6.1	4,320	5.8	27	5.8	
ABC SCHOOLHOUSE ROCK-12.26PM		12.26- 12.30PM	12.15	3,350	4.5	3,050	4.1	19	4.1		4,620	6.2	4,250	5.7	25	5.7	
CBS IN THE NEWS- 8.26AM		8.26- 8.30AM	8.15	2,310	3.1	2,160	2.9	30	2.9		2,240	3.0	2,090	2.8	28	2.8	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,650	4.9	3,500	4.7	31	4.7		2,910	3.9	2,760	3.7	27	3.7	
CBS IN THE NEWS- 9.26AM		9.26- 9.30AM	9.15	5,220	7.0	5,070	6.8	37	6.8		5,220	7.0	4,920	6.6	36	6.6	
CBS IN THE NEWS- 9.59AM		9.59- 10.02AM	9.45	6,180	8.3	5,890	7.9	39	7.6		6,630	8.9	6,410	8.6	41	8.6	
			10.00						8.0							8.6	
CBS IN THE NEWS-10.26AM		10.26- 10.29AM	10.15	6,030	8.1	5,590	7.5	36	7.5		6,710	9.0	6,330	8.5	38	8.5	
CBS IN THE NEWS-11.33AM		11.33- 11.36AM	11.30	3,580	4.8	3,500	4.7	22	4.7		5,360	7.2	4,990	6.7	30	6.7	
CBS IN THE NEWS-11.56AM		11.56- 11.59AM	11.45	2,910	3.9	2,610	3.5	17	3.5		4,690	6.3	4,020	5.4	23	5.4	
CBS IN THE NEWS-12.26PM		12.26- 12.29PM	12.15	3,650	4.9	3,350	4.5	21	4.5		4,170	5.6	3,870	5.2	23	5.2	
CBS IN THE NEWS-12.56PM		12.56- 12.59PM	12.45	4,470	6.0	4,170	5.6	25	5.6		4,020	5.4	3,870	5.2	22	5.2	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,650	4.9	3,430	4.6	20	4.6		2,760	3.7	2,610	3.5	14	3.5	
CBS IN THE NEWS-1.56PM		1.56- 1.59PM	1.45	3,500	4.7	3,280	4.4	20	4.4		4,020	5.4	3,870	5.2	21	5.2	
NBC METRIC MARVELS-10:27AM		10.27-10.29AM	10.15	4,320	5.8	4,170	5.6	26	5.6		2,980	4.0	2,760	3.7	17	3.7	
NBC METRIC MARVELS-10:57AM		10.57-10.59AM	10.45	4,690	6.3	4,620	6.2	30	6.2		3,950	5.3	3,950	5.3	24	5.3	
NBC METRIC MARVELS-11:57AM		11.57-11.59AM	11.45	4,990	6.7	4,920	6.6	32	6.6		5,360	7.2	5,360	7.2	30	7.2	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.16PM	-GRID	3,870	5.2	3,430	4.6	21			4,620	6.2	4,470	6.0	24	6.0	
	2	2.00- 2.14PM	2.00						4.5								
			2.15														

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	%	SHARE			HOUSEHOLDS		HOUSEHOLDS	%	SHARE				
				(000)	%						(000)	%						(000)	%
DAY SUNDAY																			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,240	3.0	1,860	2.5	15	2.5		1,790	2.4	1,420	1.9	10	1.9			
ABC NASL CHAMP. SOCCER-SUN	2	2.30- 4.38PM	-GRID 4.30								4,840	6.5	1,560	2.1	8		3.0		
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15			<<					890	1.2	820	1.1	14	1.1			
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	450	.6	370	.5	4	.5		1,040	1.4	1,040	1.4	14	1.4			